The Literary Digest

NEW YORK, FEBRUARY 21, 1931

TOPICS OF THE DAY

To Keep Banks from Failing

"VENOMOUSLY POLITE, but with a bite in their voices and a rattlesnake gleam in their eyes, New York's two foremost masters of lashing words thrust and parried."

In other words, lawyer Max D. Steuer was examining his old rival, lawyer Isidor J. Kresel, in the process of ferreting out the facts behind the Bank of United States failure.

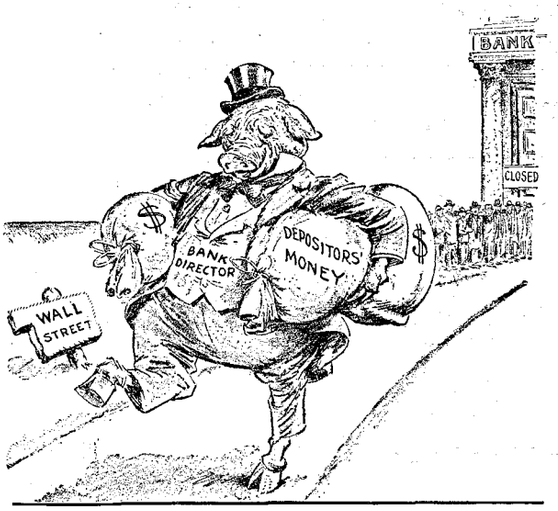
And after a few days of such questioning as a Chicago *Tribune* writer describes above, the grand jury indicted Mr. Kresel, who is a counsel and director of the bank, and also indicted the bank's president, the chairman of its board of directors, and five other officials.

It now appears, concludes Norman Thomas in the New York *Nation*, that this particular bank "was conceived in sin, born in iniquity, and nourished on unrighteousness."

But, after all, tho this was the biggest bank failure of the year, it was only one of 1,326 suspensions in the United States in 1930, representing some $900,000,000 in deposits.

So the question of what to do about bank failures is national, not local.

The Chicago *Journal of Commerce* can not help reflecting on the old story that in China, once upon a time, "the directors of a bank that failed were promptly beheaded; after that became known, the story goes, there were no more bank failures in China."



This Little Pig Went to Market

—Macauley in the Brooklyn "Eagle."

Such penalties are nowhere being advocated. But there is insistence that something be done. The public in general, we read in a bulletin of the accounting firm of Ernst & Ernst, are now becoming aware of "faults in our banking system which have long been recognized by close students of banking." And—

"Discovery that something is wrong represents the first step.

"Ascertainment of the facts and causes represents the second step.

"Formulation and application of remedies is the third step.

"The country at present is midway between the first and second steps, and the third step is still in the future."

REVIEWING the testimony which resulted in the indictment of the seven officials of the Bank of United States, the New York *Telegram* says editorially:

"The bank officers, taking the name of the nation for the institution, obtaining the right to do so through political influence, and buying up bank after bank as they would so many drug stores until they owned fifty-nine branches, seemingly looked upon the undertaking as a private speculative venture, as a sort of racket.

"As the testimony shows, the 400,000 depositors were principally material for the promotional enterprise. These 400,000 who assumed that the bank had its beginning and ending in itself, are now learning of a maze of allied corporations with interlocking directors, which the bank created for its promotional purposes.

"According to Steuer's charges, the bank borrowed from itself, and concealed the transaction by running it through a circuit of allied corporations. Dummy corporations were kept 'lying around' for use in financial emergencies.

"On top of all this hocus-pocus, a travesty upon orderly banking, directors disclaimed knowledge of vital transactions transpiring under their sworn trusteeship. Many of them borrowed huge sums from their bank, and large sums were loaned politicians and others on inadequate security."

THE outstanding lesson of this failure, as the New York *Journal of Commerce* sees it, "is the almost entire absence of the effective oversight and control of the duly constituted authorities."

One out of every 18.57 banks in existence in this country at the beginning of last year had been forced to close its doors by the time the year ended, notes the New York *Times* on the basis of recent Federal Reserve Board figures. This is "the worst record of banking mortality in the history of the country," and bankers say it proves "the serious need for nation-wide banking reforms."

The *Times* writer, reporting banking opinion, calls attention to the admission that difficult economic conditions are responsible for the abnormal increase in failures. But the fact that all these banks were unable to stand the strain points to weaknesses in the banking system. Of course, bad management plays a big part. And in this connection "it is frequently asserted that small banks in rural communities can not afford to pay for good management"—and here the advocates of nation-wide branch banking are ready with their solution.

Then there is talk of "the laxity with which charters are granted in a number of States"—"all too often permission to open a bank is granted, it is said, to persons who, however honest and well-meaning they may be, are not equipped by training and experience to conduct a bank." Moreover, "not only are bank charters granted too easily, according to leading banking authorities, but banks are allowed to operate with too small a capital." Bankers are said to feel "that the chief seat of the trouble lies with the small country bank." And here we are reminded of the trend toward the concentration of banking resources in fewer and stronger institutions.

The lesson that the Chicago *Daily News* and other papers

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draw from the failure of the Bank of United States and the hundreds of other suspensions, "is that the States should overhaul their banking laws and their methods of bank supervision."

A recent recommendation of the New York Superintendent of Banks that has aroused much interest would provide "for the segregation of thrift accounts in commercial banking institutions in the larger cities, and to place restrictions on the investment of such thrift funds." As the New York *Herald Tribune* understands it, the idea is that "commercial banks should not be permitted to play with small savings of poor persons as they would with commercial money."

For some weeks the faults of our banking system have been discust before the subcommittee of the Senate Banking and Currency Committee, with Senator Glass of Virginia as chairman, which has been taking testimony of experts. As Cyril B. Upham in a Consolidated Press dispatch from Washington sums up the more notable recommendations by the distinguished witnesses that have appeared before the committee, the following are among the possible remedial measures that have been suggested so far:

"Prohibiting or limiting access of a member bank, which is making security loans, to the rediscount privilege at the Reserve Bank;

"Prohibiting or regulating strictly the security affiliates of national banks;

"Prohibiting so-called 'bootleg' banking, or direct market loans for account of corporations, firms, and individuals;

"A higher rate for loans on security collateral than on commercial-paper collateral;

"A reduction in the capital gains tax;

"Maintenance of the rediscount rate above the market rate;

"Segregation of assets behind thrift accounts in commercial banks;

"Increasing the reserve to be maintained against time deposits;

"And an extension of branch banking."

THE witness before this committee who has attracted the most attention is Mr. Owen D. Young. His program, declares the Newark *News*, "is one to which the country should give serious attention." It is possible to give only a brief quotation from suggestions made by Mr. Young bearing directly on banking:

"1. All banks of deposit, as distinguished from savings banks, should be national banks.

"As it is now, banks are chartered both by the National Government and by each of the forty-eight States. They are in competition, each endeavoring to offer the most attractive charters and the most liberal laws, to say nothing of the liberality of administrative officials in interpreting the laws.

"In the early years of our Government our business was largely done by currency moving from hand to hand. It was felt at that time, and properly so, that we should have a national and uniform currency. Consequently, Congress was given power to coin money and regulate the value thereof. This power was made effective as to paper money by the national bank act.

"Now our business is carried on mostly by transfers of bank deposits, currency forming only a small part of our money transfers.

"If control of our currency were necessary in the beginning by the Federal Government, control of our bank deposits by it now would seem desirable.

"2. If State banks are to be retained, they should all become members of the Federal Reserve System.

"In addition, I think that the powers of examination by the Reserve System of all member banks should be clear, and that it should have certain powers to see that banking practises inimical to the safety of depositors should not be indulged in by member banks.

"Even now, membership in the Federal Reserve System is apparently helpful to banking practise, because of the 7,000 banks which have failed in the last ten years five out of every six have been State banks, not members of the Reserve System.

"3. Savings banks and trust companies should be State banks, and national banks should not compete with them.

"I see no way of combining wisely savings deposits and demand deposits in the same bank.

"4. Federal Reserve should have power to examine and discipline all its member banks.

"5. Security companies affiliated with banks should be examined and their statements made public."

In an informal discussion with the committee, Mr. Young said, in addition to the prepared statement just quoted:

"It is certainly a great reflection on the American people that they cannot get a banking system in hand which will prevent such awful tragedies as we have witnessed in the last ten years.

"If that be true because of divided authority between the States and the Federal Government, I would like to see the Federal Government undertake to exert what authority it has, and if it finally be decided that the Federal Government has not the authority, there is no way, in my judgment, to meet the situation but to go for an amendment to the Constitution."

"MR. YOUNG'S reasoning seems perfectly sound" to the Springfield *Republican*. It appears to the New York *World* to be "quite in line with the trend of banking and currency developments in the United States for nearly a century and a half." "Anything short of a complete unification of our banking resources in the Federal Reserve will leave the banking system still considerably short of its greatest potential strength," we read in the Cleveland *Plain Dealer*. "Out of the Glass financial inquiry there will come some plan for unification of the country's banking system," predicts W. H. Grimes, Washington correspondent of *The Wall Street Journal*.

New York bankers incline to endorse this "Young bank plan," but, according to both *The Times* and *Herald Tribune*, they feel that the difficulties in the way of its accomplishment are practically insurmountable.

The one point that everybody who testified before the Senate committee did agree on was phrased as follows by Edmund Platt, former Vice-Governor of the Federal Reserve Board: "Good bankers make good banking." In other words, as Cyril B. Upham of the Consolidated Press puts it, "the prime essential in banking is better management rather than more laws." Here the Chicago *Tribune*, proud to note that Chicago had no serious bank failures in 1930, emphatically agrees: "Good judgment, conservatism, and, above all, a profound sense of trusteeship on the part of bank managers make a sound bank, and there is no other formula by which the end can be achieved."

AFTER all, the "hardest boiled" bank, observes the St. Louis *Star*, "is most faithful to its trust":

"If you go to a bank where you have a 'drag' and ask for a loan, and the officer says, 'Well, now, this is a bit irregular, but we'll do it as a personal favor to you,' take the money. But when you have money of your own, don't put it in that bank. Put it in a sound one."

But "bad management alone does not account for bank failures," reflects the writer of the Ernst & Ernst bulletin already quoted:

"Officers of suspended country banks have usually been honest and conscientious. They were products of their communities. In most instances they were capable, but not capable enough to keep their institutions healthy in the face of economic changes which come over the whole community. Good roads, for example, have taken to larger centers both the farmers' trade and the farmers' deposits."

Then the problem of lending has its difficulties for the small banker, we read on:

"The land inflation of ten years ago, followed by deflation and a long period of relatively deprest agriculture, has brought about a condition of frozen loans which are primarily responsible for the failure of hundreds of small banks.

"The cause of many failures lies ten years back, and in a current sense they are unavoidable. Failures in regions where opportunities for use of bank funds are more diversified have not been numerous. It appears, therefore, that lack of diversification of loans and investments is a more fundamental cause of failures than the personal or human element."

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Clarifying Hoover's Latin-American Policy

OUR LATIN-AMERICAN NEIGHBORS have staged seven revolutions in less than two years.

This country has been confronted with a succession of embarrassing problems involving the traffic in arms with these revolutionists, and the recognition of new revolutionary governments.

And the old distrust of the Monroe Doctrine, the suspicion that we use it to mask "imperialistic" designs, still smolders among the other American republics.

Hence special interest was aroused when Secretary Stimson, speaking before the Council of Foreign Relations in New York, defined and defended the Latin-American policy of the Hoover Administration.

The Monroe Doctrine, explained our athletic, hazel-eyed Secretary of State. is not "an assertion of suzerainty over our sister republics," but "an assertion of their individual rights as independent nations." It is "a declaration of the United States versus Europe—not of the United States versus Latin America."

His speech "doesn't condemn intervention, nor does it clearly define the Monroe Doctrine, but it shows a marked advance over those of many of his predecessors, especially in the assertion that the Monroe Doctrine is directed toward Europe and not toward the Americas," comments *La Prensa* in Buenos Aires. Says *La Nacion*, another conservative journal of the Argentine capital: "While the situation that gave birth to the Monroe Doctrine no longer exists, it is still invoked to explain and justify the diverse attitudes assumed by the United States and to bolster up the policy of United States nationalism." And in Mexico City *Nacional Revolucionario*, a government organ, suggests that the best way for the United States "to rectify its line of conduct toward the peoples on this side of the Atlantic would be to discontinue covering her international policy with the Monroe banner, which is a discredited device with many tatters and the disadvantage of no small enmity among the peoples below the Rio Grande."

BUT the two points especially strest by Secretary Stimson were our policy regarding our recognition of revolutionary Latin-American governments and our policy of preventing the exportation of arms to revolutionists.

Our recognition of a revolutionary government, he explained, is still based on the triple Jeffersonian test: 1. Control of the administrative machinery of a State. 2. The general acquiescence of its people. 3. Willingness of the new government to discharge its international obligations. But in dealing with Central America a special and different rule is applied, since those five republics—Guatemala, Honduras, Salvador, Nicaragua, and Costa Rica—have agreed among themselves and with the United States not to recognize any government coming into power through a revolution.

Regarding the traffic in arms, the rule laid down in Washington is to put an embargo on the sale of arms to revolutionists not yet recognized as belligerents. Before this policy was adopted, said Secretary Stimson, "I personally witnessed the activities by which some of our munitions manufacturers for sordid gain became a veritable curse to the stability of our neighboring republics."

After a brief historical review of the relations of the United States with the other American republics, Mr. Stimson makes the claim that "the international practise of this government in the Western Hemisphere has been asserted with a much readier recognition of the legal rights of all the countries with which we have been in contact than has been the prevalent practise in any other part of the world." On the subject of recognition, he says:

"The practise of this country as to the recognition of new governments has been substantially uniform from the days of the administration of Secretary of State Jefferson in 1792 to the days of Secretary of State Bryan in 1913. There were certain slight departures from this policy during the Civil War, but they were manifestly due to the exigencies of warfare and were abandoned immediately afterward.

"This general policy, as thus observed, was to base the act of recognition not upon the question of the constitutional legitimacy of the new government but upon its de facto capacity to fulfil its obligations as a member of the family of nations. This country recognized the right of other nations to regulate their own internal affairs of government, and disclaimed any attempt

International

Not His Official Spokesman

But "Old Soak," Secretary Stimson's pet parrot, likes nothing better than to talk for his master.

to base its recognition upon the correctness of their constitutional action."

THIS policy, he goes on to say, was departed from under President Wilson's Administration when recognition was denied to the Mexican Government under Huerta, who came into power after the assassination of Madero. But:

"The present Administration has declined to follow the policy of Mr. Wilson, and has followed consistently the former practise of this government since the days of Jefferson.

"As soon as it was reported to us, through our diplomatic representatives, that the new governments in Bolivia, Peru, Argentina, Brazil, and Panama were in control of the administrative machinery of the State, with the apparent general acquiescence of their people, and that they were willing and apparently able to discharge their international and conventional obligations, they were recognized by our Government.

"And, in view of the economic depression, we did this with as little delay as possible."

TURNING to the different policy applied in the case of the five Central American republics, Secretary Stimson continues:

"In 1907 a period of strife, involving four of the five republics, had lasted almost without interruption for several years. In that year, on the joint suggestion and mediation of the governments of the United States and Mexico, the five republics met for the purpose of considering methods intended to mitigate and, if possible, terminate the intolerable situation. By one of the conventions which they then adopted, the five republics agreed with one another as follows:

"'The governments of the high contracting parties shall not recognize any other government which may come into power in any of the five republics as a consequence of a coup d'état or of a revolution against the recognized government, so long as the

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freely elected representatives of the people thereof have not constitutionally reorganized the country.'"

This agreement, he reminds us, was reaffirmed and strengthened in 1923, and our own government announced that in its dealings with these republics it would follow the principle they had thus established. It has adhered to this policy ever since.

Twice under the present Administration, says Secretary Stimson, we have had to make important decisions regarding the export of arms to revolutionaries. During the insurrection in Mexico in 1929, acting under the authority of an earlier Con-

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Thomas David Schall

Minnesota's blind Senator, with his dog, a German shepherd, which has been specially trained to lead him about.

gressional resolution, we maintained an embargo against the importation of arms to the rebels, but permitted the sale of arms and ammunition to the established government, with the result that the uprising was suppresst in about three months. The second occasion was in October, 1930, when we imposed an embargo against the export of arms to the Brazilian rebels just two days before they overthrew the government. In this case we acted not only under the joint resolution of Congress, but:

"There also was in effect a treaty between the United States and Brazil which made it compulsory for us to act as we did in placing this embargo. With Mexico that treaty had not yet gone into effect. This treaty was the convention executed at Havana on February 20, 1928, between the United States and the twenty Latin-American republics, providing for the rights and duties of States in the event of civil strife.

"Between its signatories it rendered compulsory the policy of protecting our Latin-American sister republics against the traffic in arms and war material carried on by our nationals, which previously the joint resolution of 1922 had left within the discretion of the Executive."

Secretary Stimson makes a "strong case" in the opinion of the Washington *Star*. The Philadelphia *Inquirer* considers it "an adequate reply" to critics of our Latin-American policy. Similar statements are made by other dailies. And yet, Democratic Senators complain that Mr. Stimson went out of his way to criticize President Wilson. The Detroit *News* can see no justification of our special attitude toward the Central-American republics. This policy, declares the Louisville *Courier-Journal*, is subject to "all the objections Mr. Stimson raises against the course of the Wilson Administration in Mexico without the high purpose of the Wilson policy."

Senator Schall's Fight That Failed

SENATOR SCHALL OF MINNESOTA now finds that all his thundering has been in vain.

President Hoover simply tells him "No."

Against William D. Mitchell, our trim, well-built, brown-haired Attorney-General, who first opposed him, Senator Schall hammered for months to get his way about a judicial appointment. But Mr. Mitchell refused to recommend his choice to the President.

A sort of side-line fight of the general mêlée at Washington, this fracas nevertheless has been drawing attention throughout the country.

With all the pertinacity that enabled him to conquer boyhood poverty, and, when blinded by a flaring cigar-lighter in 1907, to fight his way on to high political office, the short and sturdy, dark-featured Schall battled to have Ernest A. Michel, Minneapolis lawyer, appointed as a Federal judge in Minnesota.

In recent weeks, tempers seemed to fray ragged, and charges flew back and forth.

Then the President stept in with a flat refusal to nominate Mr. Michel. Thereby he seems to have added to his prestige among many papers that are praising him for his firmness.

"This incident," says the Washington *Post*, "should serve as notice to Senators that the Federal judiciary can not be prostituted to pay political debts."

For a brief sketch of this fight, we borrow from the Richmond *Times-Dispatch:*

"For a vacancy on the Federal bench of Minnesota, Senator Schall brought forward the name of Ernest Michel. He was joined in this recommendation by the entire Congressional delegation from his State.

"Attorney-General Mitchell took the position that Michel, despite his indorsement, was utterly unsuited for the ermine. Later in the controversy, under the goading of Schall, he labeled the candidate as an ambulance-chasing lawyer.

"There was a threat of political reprisals in the event Michel did not receive the appointment. Schall last fall had waged his campaign on that issue and had won."

The crux of the matter seemed to be whether the initiative in making judicial appointments rests with the President or the Senate. Said Senator Schall:

"The Constitution says appointments shall be made 'with the advice and consent' of the Senate. Naturally, advice must come before the nomination is made, and it means also the entire Senate shall act."

But the President replied:

"The Constitution provides that the President shall first nominate and then, with the advice and consent of the Senate, make the appointment.

"The initiative of making the nomination is clearly with the President.

"It is apparent, therefore, that I have an independent obligation as President to nominate men for the Federal judiciary who are not subject to any question as to their fitness."

In the give-and-take preceding the President's statement, Senator Schall declared, we read, that the State officials of Minnesota, a score of judges, and "nearly 700 lawyers" were back of Mr. Michel, and that "the only opposition to him comes from a small coterie of 'right-minded' public-utility lawyers."

Then Mr. Mitchell, himself a Minnesotan, unleashed a 2,000-word statement, asserting that Mr. Michel "is a lawyer of only fair ability" and "has not that all-round general knowledge of the law and experience which is desirable in a Federal judge," and that "his law firm has engaged openly and notoriously in methods of procuring and dealing with personal-injury cases."

Whereupon Senator Schall opened a direct fire upon the

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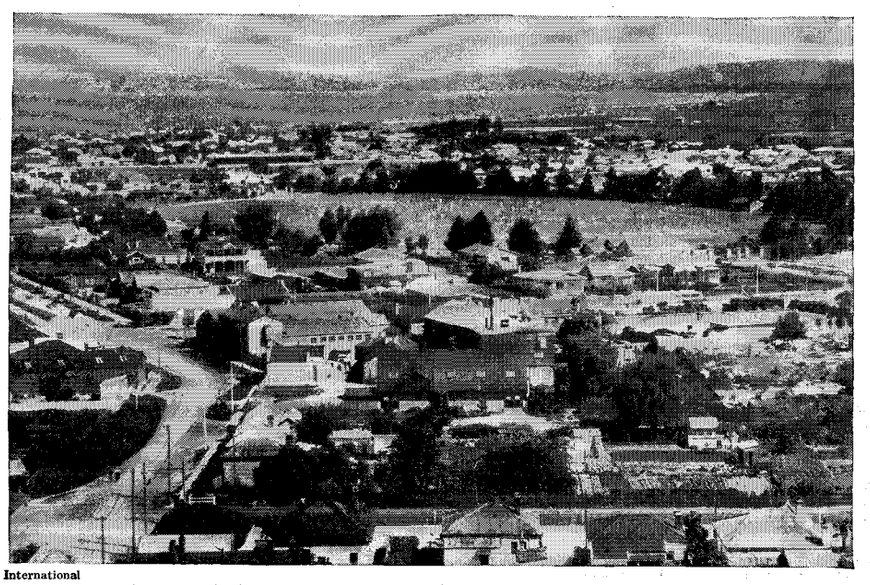

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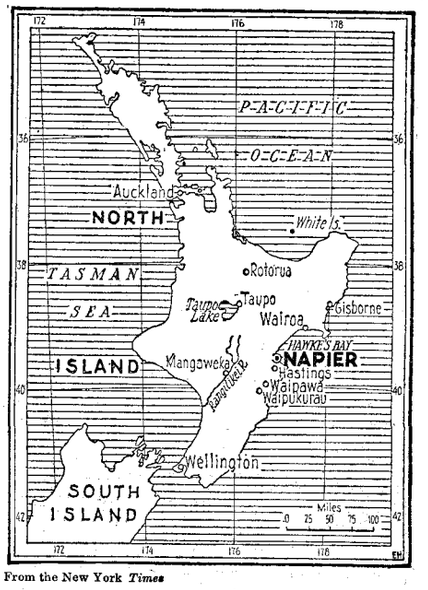

From the New York *Times*

Where Nature Can not Make Up Her Mind

Napier, known as the "Atlantic City of New Zealand," because of its popularity as a holiday resort, was destroyed on February 3 by a severe earthquake lasting almost three minutes. This pleasant little city was located in a sector of the globe where, according to the Cleveland "Plain Dealer," Mother Earth has not made up her mind as to her ultimate outline.

Attorney-General, accusing him of having "corporate inclinations," and of failing to display proper ethics in connection with a $1,000,000 Federal tax on the estate of Mary Hill, widow of James J. Hill. As we are told by the Washington correspondent of the Boston *Transcript:*

"Schall charged that Mitchell, as attorney for the estate, drew up certain trust agreements which the Internal Revenue Bureau charged were made to avoid the Federal levies, and that later, in his capacity as Solicitor-General of the United States, Mitchell failed to take the Government's suit to the Supreme Court."

A hint of reprisal if Mr. Michel were not nominated crept into the open, and President Hoover took cognizance of this when he turned down Senator Schall's request:

"I keenly realize the difficulties of your own personal situation. As you say, Mr. Michel is strongly supported by various political groups in Minnesota. I recognize the fact that he is a partner of an important supporter in your recent campaign.

"I am aware also of the implications which have been made of reprisals against this Administration if I fail to agree to this appointment. My conception of my responsibilities does not, however, permit of my placing the appointment of judge on this basis."

Mr. Hoover then invited Mr. Schall to submit eight or ten names of men who he thought would make fit appointees, but this the Senator declines to do.

"The President refuses to prostitute his office by making this political appointment to the bench," says a Minnesota paper, the St. Paul *Daily News*, and *The Pioneer Press*, of the same city, declares "President Hoover is correct in refusing to allow claims of patronage to take precedence over the conscientious performance of his duty."

Few, if any, papers sympathize with Senator Schall, judging by editorial comment immediately following the President's action. On the other hand, both Democratic and Republican editors praise Mr. Hoover for insisting upon high judicial standards. He does not, however, escape indirect criticism. In the words of the New York *Times:*

"It is unfortunate that in Pennsylvania and in Kansas Federal judges were appointed by Mr. Hoover against his will, against the findings of his Attorney-General. Those two instances of Senatorial nomination are justly, if maliciously, cited by Mr. Schall; but if Mr. Hoover was wrong then, he has all the more reason to be right now."

Mother Earth's Latest Tantrum

In a fit of rage a mountain moved to the sea.

It left its three brothers standing as sentinels on the east coast of the North Island of New Zealand.

A new river followed in its path.

The catastrophe that befell the "Atlantic City" of New Zealand—the little seaport town of Napier and the surrounding region, on February 3, suggests to the Cedar Rapids *Press* that the strange old Maori legend of the hysterical mountain may be based on truth.

Certain it is that Mother Earth was in something more than a tantrum when she threw a cliff some 300 feet high into the sea, carrying with it private dwellings, and buried the General Hospital in the landslide, permanently—perhaps—raised the harbor bottom, and spread death and industrial ruin.

Such disasters, says the New York *Herald Tribune*, give us a sudden realization of the titanic earth forces, against which man has no weapon or protection:

"We talk of harnessing water-power, solar energy, the tides.

"But here are vaster forces which we can not harness, can not understand, can not even predict.

"And when they burst, like the hand of a grim devil, out of the earth, the world feels an eerie sympathy with the sufferers."

But where the primitive native of New Zealand stood helpless and desolate when struck down by nature's rage, modern man without hesitation to-day mobilizes aviation, the radio, and other effective agencies to express his sympathy in concrete fashion. In the words of the Cleveland *Plain Dealer:*

"The world voices its sympathy with the New Zealanders, and material relief will be forthcoming.

"The far-reaching British Navy was right on the job, as usual.

"The Red Cross is also at hand. Feeding the hungry in Arkansas or under the tropic of Capricorn, it is all in the day's work for this efficient organization."

Despite the fact that "Sunny Napier," now in ruins, lies some 200 miles from both Wellington and Auckland, and that communications were dislocated by the earthquake, the world had offered the stricken region help only a few hours after the catastrophe. This action is made possible by the efficiency of the modern seismograph and radio communication.

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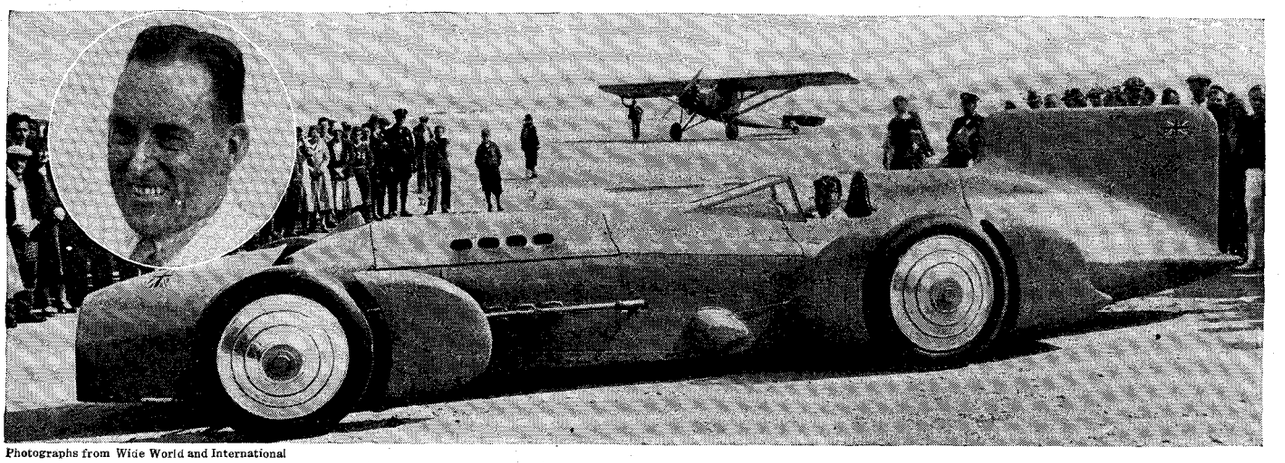

Photographs from Wide World and International

A Great Disappointment—Captain Campbell Made only Four Miles a Minute in This Machine

Racing Death at 245 Miles an Hour

"HERE HE COMES!"

"There he goes!"

A mile in fifteen seconds—four miles a minute—245.733 miles an hour. Such is Campbelling.

Faster than any human being ever traveled on land before, Capt. Malcolm Campbell, British racing driver, scorched the sands to hang up that new automobile record at Daytona Beach, Florida, on February 5.

But he was disappointed.

The tall, soft-spoken Scotsman told the Associated Press that the unevenness of the beach held down the speed of his curious, $100,000 land rocket, *Bluebird*, and—

"The visibility was so poor that I could not do better. At no time during my runs could I see more than 300 or 350 yards because of the haze over the course."

In his first dash over the measured mile, after a running start of five and one-half miles, Captain Campbell was clocked at 246.575 miles an hour, we read, and at 244.897 in his second run. The new record surpasses by 14.371 miles an hour the mark set on the same course in 1929 by Sir Henry Segrave, who was killed not long afterward in a motor-boat accident in England.

Campbell wants to try for 300 miles an hour, he also told the Associated Press—

"There is plenty more speed in my *Bluebird*, but these trials are so beastly expensive.

"Perhaps, if I can find some millionaire who will help finance such an undertaking, I shall shoot for the 300-mile mark within the next few years. There is nothing I should like better to do. I should say that at present it is my greatest ambition."

Many papers congratulate the captain on his feat, but some deplore risking human life to set speed records that "mean nothing."

"In the air speed is of practical use in shortening distances and saving time," says *The Knickerbocker Press* of Albany, New York. "On land super-speed machines like that driven by Captain Campbell are of interest only as providing the swiftest known means of traveling from good health to the graveyard."

But "question its utility as we may," observes the New York *World*, "as a sporting event it is in the first rank."

Actually, the feat has a practical value to tire makers and automobile builders, we are told by the Washington *Evening Star*—

"It is not simply a sporting event to give glory to an individual. Lessons of incalculable value have been learned from it, and the knowledge acquired will go into the manufacture of even better motor-cars for the use of the present generation."

Can Spain's New Baby Live?

"I AM NO SPECIALIST in maternity; but judging from the condition of the patient, I should say that the child can hardly be robust."

The prospective mother is Spain.

The new baby is the Parliament, to assemble March 25 as a consequence of the restoration of constitutional guaranties proclaimed on February 8 by King Alfonso.

The political doctor who thus expresses grave fears for the survival of the new Parliament is Sanchez Guerra, predecessor and opponent of the dictator Berenguer. His doubts are published in an interview printed in the *Heraldo de Madrid*.

Seven years and more of dictatorship have brought Spain to the brink of revolution.

The dictatorship, recalls the New York *Herald Tribune*, was created to shield the King from the Moroccan disasters. Finally Primo de Rivera was "dropt when the dictatorship threatened to become a liability." The proclamation announcing the transition from autocracy to parliamentarism has historic importance, in the opinion of this New York daily, but one question persists:

"Has it come too late?"

This fear is reiterated by political leaders, Madrid newspapers, and correspondents familiar with the "labor pangs" of Spain.

From Paris, Santiago Alba, self-exiled political leader who was chosen by King Alfonso to cement the opposing political elements, sends a statement to the Madrid press.

A constituent Cortes (constitutional convention), he asserts, with the King taking a vacation from the throne, is the drastic remedy necessary to save the patient. As quoted in a special cable to the New York *Times*, the statesman declares:

"Spain is living through a civil war; it is latent or active, pacific or armed, according to the time of year, but always threatening. . . .

"It can not be denied that half of Spain is plotting and the other half spying.

"To avoid bloodshed, we must give public opinion a chance to express itself in the normal ways of the world's democracies.

"No State can support the double burden of conspiracy on the one hand and repression on the other, as Spain is doing.

"We can not continue the tragic paradox of both Left and Right wishing to save the country from political absolutism, and unable to get together and do it, while Army generals and increased numbers of civil guards rule the country.

"I am now convinced that the only way to obtain a verdict of the people is through the medium of a constituent Cortes."

When, on February 9, the press censorship was raised in accordance with the restoration of the Bill of Rights, the Madrid newspapers, as reported by cable to THE LITERARY DIGEST,

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were, on the whole, almost equally hopeless concerning Alfonso's effort to perpetuate his régime.

"We have freedom in name only," protests the *Tierra*, in streamer head-lines, printing below pictures of the captains Galan and Hernandez, executed for leading the Jaca revolt in December.

"We will make good use of this period of free speech because it can not last long," caustically remarks the *Heraldo*. The *Heraldo's* protest is supported by the Madrid bureau of the United Press, which cables:

"Altho it was announced that telegraphic censorship has ceased, a so-called 'State intervention' is maintained on outgoing telegrams. Officials read all messages, and in case of doubt whether an item should be transmitted, they send it to the civil governor's office, who decides. A United Press item filed at 5 P. M. Monday, altho published in an evening newspaper in Madrid, was held at the Governor's office without the sender's knowledge until after midnight, and finally was entirely censored."

Five-Year Succor for the Sugar Industry

MOVING MOUNTAINS may yet turn out to be a simple trick—when they are composed of sugar. Simple task or prodigious, the world is watching an attempt to cut down its towering white peaks of excess sugar and move the mass into market in an orderly way that will not wreck prices.

First on the scene was Thomas L. Chadbourne, New York lawyer, representing Cuban and American interests. For years he had watched the crystalline peaks mount higher and higher, while prices dropt and business turned "sour" for sugar dealers everywhere.

Underwood

Has Faith to Move Mountains

Of surplus sugar into market—Thomas L. Chadbourne.

Then he had an idea. "There's gold in them thar hills." And he set to work to convince sugar producers around the globe that an export agreement would eliminate the huge surplus—now about 3,500,000 tons—and benefit the trade generally.

For months, we read, this tall, broad-shouldered, blue-eyed, ruddy-faced, sixty-year-old American struggled to put over his idea. In December, he got the delegates of the various countries together at Brussels. Success seemed certain. Then Germany balked. But now an agreement has been reached, and the papers tell us that the pact is scheduled to be signed at Cannes, France, the first week in March.

Thus the nations are awaiting the outcome of a world experiment in economics. If it works in the case of sugar, say some observers, it may also settle the problem of other surpluses.

When Mr. Chadbourne faced the delegates at Brussels, he omitted honeyed phrases, the dispatches tell us, and there was no sugar coating on the pill he administered in warning them that the capitalistic system itself was on trial. As quoted by the Associated Press, he said:

"The sugar industry is not alone in suffering from the selfish greed of its constituent parts—greed which has so far overreached itself as to leave Cuba with 1,500,000 tons of excess sugar, Java with 500,000, and Europe with 1,200,000 tons.

"All industries have transgressed good economic laws, and as a result there is enormous overproduction in practically all of the world's commodities.

"And what has that resulted in?

"In an unemployment situation unthought of a year ago, unheard of for generations, if ever before.

"What I meant when I said we were trying a bigger case than sugar is that the capitalistic system is on trial. If you think people who are running the industries of the world can, by reason of this kind of greed, bring about such depressions as this, and then not promptly take steps to mend them—no matter what the sacrifice might be to individuals—you are mistaken."

"Mr. Chadbourne then presented the Cuban-American proposal," we read further, "asking that all European sugar-exporting countries reduce their exportation 15 per cent. next year, and gradually cut down the excessive stocks on hand which are now choking the industry."

The upshot of the Brussels meeting, we are told, was that delegates representing the Cuban-American interests, Java, Hungary, Poland, Belgium, and Czecho-Slovakia accepted the five-year restriction plan, provided Germany reconsidered her refusal.

This she did, through a compromise effected by Mr. Chadbourne.

"In respect to the consuming but virtually non-exporting countries," we read in the New York *Journal of Commerce*, "Mr. Chadbourne said that he planned to have Great Britain, France, Jugo-Slavia, Argentine, Italy, and Japan enter the international group in order that there would be no inducement for them to attempt to violate the international sugar treaty by exporting.

"Mr. Chadbourne was of the opinion that no difficulty would be encountered in inducing Russia to enter the cartel, as negotiations are now pending with the Russians."

Cuba, which has been hard hit by the overproduction of sugar that followed the World War, is reported well pleased with the agreement.

As for what effect this world movement may have on the American sugar-bowl, Mr. Chadbourne says that a jump in the retail price is unlikely.

With this opinion the New York *Journal of Commerce* inclines to disagree, for "if Cuban producers obtain more for their product, the refiners and distributers will have to pass on the additional costs to the public in the form of higher retail prices."

Restriction of exportation will not solve the problem unless production is also curtailed, several papers point out. "If world crops are not greatly restricted," says *Barron's Weekly*, "the agreement will simply serve to build up huge stocks within sugar-producing countries." Furthermore—

"Experience has shown that in such cases—as with coffee in Brazil—the stocks which are theoretically 'off the market' are none the less factors in determining the relation between supply and demand."

Says the New York *World*:

"The success of this latest experiment in stabilization will depend on the moderation with which it is carried through, the consideration shown the consumer, and the mutual regard shown by the various groups of producers toward one another's rights and interests.

"A hard task lies ahead of those who are to make the plan effective, but it is by no means an impossible one. It may prove to be a road-breaking undertaking in international economic cooperation, or it may go the way of the British rubber-restriction scheme or the Brazilian effort at coffee valorization. But at any rate, it is something which the whole world will watch with interest."

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TOPICS IN BRIEF

IN Washington the motto of the veterans seems to be *nil nisi bonus.*—*Virginian-Pilot.*

INIMITABLE: Adjective, applied to any thing or body widely imitated.—*Detroit News.*

IT is wonderful to see the agility with which a lame duck can chase a new job.—*Detroit Free Press.*

WE sometimes wonder what Knute Rockne thinks of the teamwork shown by the Wickersham Eleven.—*The New Yorker.*

BRIAND says that Europe must unite or die, after which we will continue to watch her antics while she's doing neither.—*Weston Leader.*

BEFORE long, we suppose, some one will be saying that Niagara Falls isn't what it's cracked up to be.—*Miami News.*

"IT is only too true that a girl's ideal is often shattered," says a writer. More often he's just broke.—*The Humorist* (*London*).

CUBAN rioters, says a news item, are setting fire to sugar plantations. Razing cane, as it were.—*Ogden Standard-Examiner.*

NEWSPAPER circulations have jumped in Russia. But, of course, that's where newspapers really are Red.—*Wichita Beacon.*

APPARENTLY nothing makes the Senate madder than some one trying to keep it from spending a few million dollars.—*Ohio State Journal.*

SOME one should arrange a joint debate between the Wickersham Commission individually and the Wickersham Committee collectively.—*Wichita Eagle.*

"HUSBANDS should share the housework with their wives," says a woman's paper. We despise those selfish husbands who want to do it all themselves.—*Punch.*

IT's an ill wind that blows nobody any good. Think of all the money that must have been made lately by the manufacturers of red ink.—*San Diego Union.*

THIS custom of police combing the country unavailingly for criminals suggests that there must be something the matter with the comb.—*Wichita Eagle.*

NOW that the Red Cross has refused to accept the Senate's $25,000,000 relief fund, we are eagerly awaiting the Senate's call for volunteers.—*San Diego Union.*

IT is reported that complaints are being heard in some cities because the soup kitchens are not giving curb service to automobiles.—*Nashville Southern Lumberman.*

"A HARVARD professor intends to create a miniature earthquake." If he ever tries anything like that in San Francisco, he will be arrested for arson.—*Toledo Blade.*

A LOT of people make noises because Raskob is financing the Democratic party, but not many of them have come forward with offers to relieve him of the job.—*Lynchburg News.*

THE groundhog created strikingly little interest this year. Too many others are wondering how they are going to get out of the hole to bother much about him.—*Nashville Banner.*

THE LITERARY DIGEST quotes an authority on how to open such unimportant things as bottles with tight caps, and says nothing about how to open a closed bank.—*Tampa Tribune.*

THE sale of apples to provide employment, the practise pursued on the streets of our leading cities, is an ancient idea. Mother Eve brought employment upon all of us when she "sold" that apple to Father Adam.—*Arkansas Gazette.*

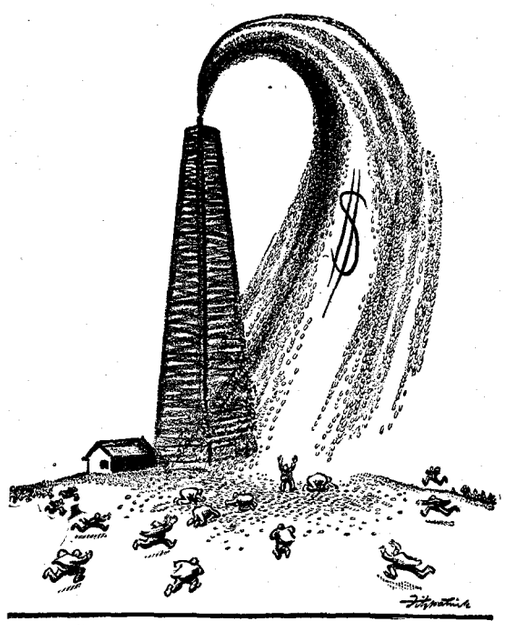
LONG live the groundhog! His extra session is under ground.—*Boston Transcript.*

"FALL in Cost of Living," reads a news item. I hope it breaks its neck.—*Passing Show* (*London*).

THE Wickersham report seems to be about as full of opinions as THE LITERARY DIGEST.—*Macon News.*

GANDHI finally won. There isn't any way to bribe a man who feels drest up in a nightshirt.—*Fond du Lac Commonwealth-Reporter.*

THERE seems to be some doubt among dry naturalists as to whether the Wickersham prodigy is a camel or chameleon.—*Virginian-Pilot.*



Popular Idea of the U. S. Treasury

—Fitzpatrick in the St. Louis "Post-Dispatch."

IN the case of the *DO-X*, the X apparently stands for uncertainty as to the date of the transatlantic hop.—*Wichita Eagle.*

THE world was created in seven days. You see, it wasn't necessary to get Senate confirmation.—*Bellingham* (*Wash.*) *Herald.*

DR. MILLIKAN is studying the disintegration of stars—in his laboratory, conveniently located near Hollywood.—*The New Yorker.*

"I NEVER have heard of a perfect man," says a prominent biologist. Brother, you should marry a widow.—*Denton* (*Tex.*) *Record-Chronicle.*

STILL, these fellows who dress to protect everything but their heads probably have a nice sense of values.—*St. Thomas* (*Ont.*) *Times-Journal.*

"I CONSIDER closed the incident, which, for my part, I have already forgotten."—Mussolini. A hit-and-run memory, at any rate.—*Virginian-Pilot.*

WE judge that Mrs. Willebrandt's grape-juice doesn't take much stock in the old Horace Greeley maxim—so much of it is coming East to work.—*Boston Herald.*

As we understand it, General Butler, in playing the Duce from a weak hand, violated the Vanderbilt convention.—*Virginian-Pilot.*

WHAT we can't understand is why alienated affections are worth so darned much if they are so easily alienated.—*Springfield News-Sun.*

THE Wickersham Commission did a good job, at that. You couldn't expect more than eleven opinions from eleven men.—*New York Telegram.*

THESE big bankers who say stocks are too cheap could buy up all the bargains and make a killing, but they don't want any more money.—*Paterson News.*

THE visiting Englishman who says Americans have a tired look should try listening to Prohibition for eleven years.—*Parkersburg* (*W. Va.*) *Sentinel.*

AND the cash bonus might do our veterans more good if they wouldn't have to spend the rest of their lives helping to pay taxes on it.—*San Diego Union.*

THE census reports that widows are twice as numerous as widowers. This seems to confirm the belief that women learn quicker than men.—*Publishers Syndicate.*

A COMMISSION which finds one thing and recommends another will probably be best appreciated by those Senators and Congressmen who vote one way and drink another.—*Judge.*

CONGRESS is always going off half-cocked and doing something without mature deliberation. Just look at the way they are rushing into action on the Muscle Shoals matter after only twelve years of study.—*Nashville Southern Lumberman.*

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FOREIGN COMMENT

Mexico Registers "No Sale" of Lower California

A KEEN SENSE OF HUMOR appears to be a happy possession of the Mexican Congress.

It sprang into full flower when the news arrived that our Senator Ashurst had proposed in the Senate that we buy Lower California from Mexico right over the counter.

In less than twenty-four hours a group of Mexican deputies moved that President Ortiz Rubio open negotiations to buy Arizona (Senator Ashurst's State), California, New Mexico, Texas, and New Orleans.

The motion stated that the funds would be raised by public subscription.

Meanwhile, according to the Mexican press, the Ashurst proposal has "started something," and altho some editors imitate the attitude of President Ortiz Rubio, and regard it as a joke, others are embittered at the mere suggestion of such a transaction as that proposed by Senator Ashurst.

Mexico's Secretary of Public Works, Gen. Juan Andrew Almazán, is quoted in the Mexico City *Prensa* as saying that "the Ashurst motion is far from being only a means of obtaining notoriety. The case is very serious, and Mexico must not take it lightly."

Incidentally, it may be recalled, that this is the second time Senator Ashurst has put his proposal before Congress. On January 7, 1919, the Senate shelved it without taking any action.

The plan, as is known, involves the purchase of Lower California and ten thousand miles of territory of the Mexican State of Sonora. The new boundary would run on a straight line from Nogales to the Gulf of California, following parallel 31.21.

In Senator Ashurst's own words, quoted in Washington press dispatches, "the plan involves simply a request to the Department of State to purchase from Mexico, peacefully and honorably, a vast territory," and—

"There is no thought of aggression or of a purpose of taking away by force.

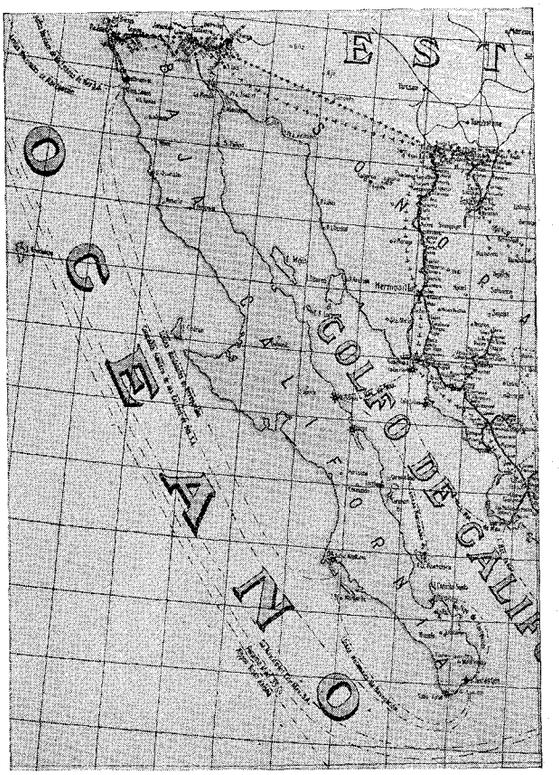
"It is simply a plan to purchase land similar to transactions effected by the United States in the past."

MR. ASHURST argues in favor of his proposal that the waters of the Colorado River should be used solely by the United States. As things stand now, the lower Colorado runs through Mexican territory. Friends of his idea also argue that Lower California is practically useless to Mexico, but would be of value to the United States both from a commercial and a strategical point of view, because Magdalena Bay lies within striking distance of American territory.

In the Mexico City *Universal*, General Almazán, who recently completed a tour of Lower California on a special mission of President Ortiz Rubio, has this to say:

"The main reason for the renewed talk about annexing Lower California to the United States lies in the lack of communications between that region and the rest of Mexico.

"The most elementary notion of patriotism warns us that we must build roads, no matter at what cost. To oppose such works, arguing that these are hard times, and that it is a poor commercial investment because trade does not justify it, shows, in my opinion, an utter disregard of the very real and immediate danger of a new mutilation of the Fatherland."



From an official government map of Mexico

When Mexico's Congress Laughed

Retorting to Senator Ashurst's proposal that we buy Lower California from Mexico, a group of Mexican deputies proposed that Mexico buy Arizona, California, New Mexico, Texas, and New Orleans from the United States with funds raised by public subscription.

El Informador, of Guadalajara, remarks that Senator Ashurst's proposal provokes laughter as well as ire in Mexico:

"Mexicans are indignant because they can not conceive how anybody could believe that a single inch of Mexican territory is for sale.

"On the other hand, the idea provokes mirth, as it displays a notorious lack of knowledge on the part of its author as to the legal impossibility that a foreign Government should make any such suggestion to a Mexican Government with the slightest chance of success."

La Opinion, of Torreon, holds that the problem is more economic than political:

"We must populate Lower California, build roads, bring it closer to the rest of the country.

"Up to now Lower California has been a territory governed at long distance by Executive decrees from Mexico City.

"Let us make it a full-fledged State, self-governing and self-supporting. Most of the vast land concessions granted in years gone by have lapsed, and could easily be canceled and redistributed to the new inhabitants."

Excelsior, of Mexico City, thinks that, after all, the matter is not really taken seriously in the United States, and deals at length with the real problems of Mexico and its position toward the United States, as follows:

"There is nothing more to fear from the countries of Europe, whose power of conquest is past and threatens no danger on the American Continent.

"On the other hand Pan-Americanism does not present very reassuring aspects, since both in form and substance it implies tutelage from the Big Brother—the United States—over the Little Brothers—the Latin-American republics.

"This attitude is based solely on the traditional 'right' of the Lion over the Lamb. Furthermore, if we were to choose between the influence of the United States and that of Europe, we would select the latter, which is far more like our own culture, and which does not involve the risk of being too absorbent."

BUT realities are different from theories, says this daily, referring to the question of securing foreign capital for new investments in Mexico, and it proceeds:

"No matter how desirable we consider the influence and capital of Europe, it would not be wise to shut our eyes to the presence of a people as formidably wealthy and powerful as that of

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the United States, who happens to be our neighbor, and who will be such for an indefinite time.

"Let us face facts courageously.

"The really important thing is that we have before us a nation like the United States, which unites an unbound vitality with wealth unparalleled in the history of the human race. All theories of fervent nationalism are powerless against that fact."

A Mexican organ in California, *La Opinion* of Los Angeles, observes:

"While the Ashurst proposal will not be seriously considered either here or in Mexico, its effect in Latin America will be harmful to those who strive to promote better feeling between the two nations.

"It is quite unnecessary to obscure the situation. The United States does not need Lower California to protect itself, nor does the possession of the peninsula by Mexico endanger the United States.

"It is useless to invoke imaginary dangers. Neither Japan nor England threatens the peace and integrity of the United States.

"What may be of real importance in the whole matter is the reaction such ideas will have in Latin America.

"Altho a union of Latin America exists only in the program of ideals of the youth of these countries, and it implies a common program of protection and defense against foreign aggression, these ideals may to-morrow materialize into something more tangible.

"Political barriers are fast disappearing, and the united opinion of Latin America will soon be something weighing heavily in international matters.

"This union proclaims that the right of the weak must be upheld, and that an offense against any nation is an offense against all."

An Impenetrable Veil Enshrouds the Russian Situation

—"The Evening News" (London).

The Soviet Light in Asia

THE RED FLAME of Soviet propaganda is being vigilantly fanned throughout India and in Indo-China.

This is not a hostile allegation of Moscow's foes, but the actual claim of Soviet adherents. Thus, in the Moscow *Pravda*, official Communist organ, a contributor declares that "our revolution is spreading throughout Asia and other continents as the result of the world-wide economic depression, which is excellent propaganda."

In India, he says, which is trying to free itself from the paws of the English King and of British capitalism—both of which are practically synonymous—the price of jute has fallen below its cost of production.

Even the ordinary jute-brokers realize that such a condition tends to steep Indian minds in Bolshevism.

Turning then to Indo-China, this contributor to *Pravda* finds the "revolutionary" situation still more "promising." He asserts:

"The impudent usurers of French imperialism, shouting about Soviet 'dumping,' have pushed Indo-China into a series of uprisings. The Communist party of Indo-China recently has issued a proclamation, in which we read:

"'Brother and sister proletarians! The bandits of French imperialism, the land-owners and the bureaucrats of Annam, are unmasked!

"'Misery, death of starvation and war are at our threshold. The only chance for you is to struggle. To give up the struggle against your oppressors would mean to die!'

"Indeed, in these words one can read the heroism of the Indo-Chinese masses which marched against the French machine-guns. Simultaneously, we learn of numerous revolutionary street demonstrations in Indo-China, of peasants seizing the governmental buildings here and there, and of rebellious villages bombed by airplanes."

By way of contrast, it is of interest to note the observations of the Paris *Journal des Débats* on a speech made by a French Minister of Colonies, at Marseilles, in which he said about Indo-China:

"Nobody questions the necessity for reforms in Indo-China. Everybody is thinking about them, and the native population have their representation in the associations and the committees gathered together on the question.

"The unfortunate point is that a mad propaganda, which can not be stemmed despite every effort, is having its effect in easy conquest of centers where the critical mind is absolutely in its infancy. In such places, the whole spirit of nationalism is absolutely blind. It does not make any difference who preaches such a spirit."

Meanwhile various anti-Bolshevik editors abroad point out that while the "Soviet Light" is said to be gradually illuminating all Asia, Soviet defenders are keeping up their siren cry of warning lest "imperialists" extinguish it in Europe.

Banning French in Turkey

ENGLISH and German instead of French will be taught in the Turkish public schools, if the proposals of certain reformers go through. The change is ascribed to the belief that for a country wishing to enter Western civilization, Anglo-Saxon systems of education are far preferable, because they are characterized by creative power.

Altho the ban against French may, to a certain extent, result from a strain in Turko-French relations, writes a Stamboul correspondent of the London Sunday *Observer*, it is undoubtedly true that following the Treaty of Lausanne, Turks of all ages began to study English as a means for establishing direct commercial relations with the rest of the world.

Thus, it is claimed, by degrees they have come to appreciate the action of that force of character usually connected with English public-school education.

The Turkish Government has made the teaching of the two foreign languages compulsory in all public schools, and is reported to be about to engage teachers in England and in Germany.

A Polish Thrust

The Hopeful Bolshevik: "Oh, if Europe would only disarm, what a chance I'd have!"

—"Mucha" (Warsaw).

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Anti-French Intrigues in Spain

GERMAN PRESS CHARGES that France is to blame for much of the unrest in Spain appeared in THE LITERARY DIGEST for February 7.

It was then alleged by certain German editors that the French Foreign Office has been making life miserable for King Alfonso ever since the World War, because it holds him responsible for keeping Spain out of the fray.

But now appear some French editors who talk of anti-French intrigue in Spain, and hint that the Spanish Republicans, bent on revolution, are obtaining their arms from Germany.

What is more, instead of picturing the French as hostile to King Alfonso, French journalists tell of Spanish rumors that France is actually backing the King to keep him on his throne.

The rumor in Spain that France actually made offers of military support to King Alfonso, in case of revolution, would amuse the French, we are told, if it did not so profoundly alarm Spaniards of Republican tendency.

Whoever carries on this amazing report, says a contributor to *Je Suis Partout* (Paris), is either not telling the truth, or repeating a lie heard and mistakenly believed.

THE French know themselves too well to think that any representative of their country could make such a proposition to Spain, it is declared.

Also they know the spirit of King Alfonso well enough to realize that any such offer would not only be spurned by him but by every single Spaniard, and this writer goes on to say:

"It would be easy enough to smile at this false notion of the Spanish Republicans, if one were not obliged to take note of the regrettable progress made among them by German propaganda.

"France formerly numbered loyal friends and enthusiastic admirers among the Liberals in Spain, just as among the members of other parties.

"But few of the foremost of them have lately been able to resist the German campaign. One such is Commander Franco. He belongs to a group of Republicans of the Right who, with Mr. Zamora, would like to establish a Republic of aristocrats.

"He was put in prison because of the suspicion that he had arranged with Germany to furnish Mauser rifles to Spanish Republicans.

"This is known, namely, that Berlin provided the arms for the recent risings at Madrid, at Barcelona, and at Seville.

"There is positive collusion between the Germans and those who would like to overthrow the King of Spain."

Speaking of the King of Spain personally, some German newspapers lament that he is "without a sympathetic interpreter in his own land." So they champion his capacities and patriotism.

They rejoice in the fact that Alfonso has had the good luck to retain his youthful slimness, his head of hair, his grace of gesture.

He is skilled in many outdoor sports, we are told, and his conversational powers are irresistible. But one fault certain German newspapers charge him with. They say that he is too fond of money, and that he will do a great deal to get hold of it.

The King Confident

Alfonso: "So long as my generals do not strike, no general strike can affect me."

—"Simplicissimus" (Munich).

Why Pick on Liberia?

THE ABOVE QUESTION is asked with some irritation by German editors.

In their view it would seem that the League of Nations does not get a bit excited over domains controlled by great Powers which permit slavery, but the little Negro republic of Liberia, as the Berlin *Deutsche Allgemeine Zeitung* remarks, must be called to order, rebuked, and held up to the scorn of the world.

Caustically the Berlin *Germania* declares that while slavery has been "officially" wiped out everywhere, "unofficially" it persists in many parts of the world.

In sections of the British Colonial Empire, this daily charges, black men are now held as slaves. Despite the universal prohibition of human bondage, which goes back only a few years, this daily assures us that it is questionable whether there's any real observance of the spirit of it.

In more than one British domain, slavery exists in various forms, even if in some cases the practise has lost its old name, and this newspaper proceeds:

"The black men are theoretically debtors.

"Their debts are by means of one trick or another kept in being.

"They must work these out.

"The practical result is that the blacks are still actual slaves.

"They are not allowed to depart from their place of labor, nor may they take up any other kind of work.

"If they were to do so, they would be brought back to their 'duty' by the police."

ONE of the most striking instances of the prevalence of human slavery in the world, adds the *Germania*, was revealed less than four years ago in South America:

"In many regions of that continent, human slavery had revived on a scale suggesting that it had never really been abolished. . . .

"One district in particular won the name of the Devil's Paradise.

"It belonged originally and, of right, still belongs, to a native Indian tribe.

"These natives are not on a high level of culture.

"When an organized company took away their land, a nominal legal right to do so was assumed.

"The colored people were employed in theory as workers.

"When the natives asserted their right to labor as free men, they soon found themselves terribly undeceived.

"Brutal overseers, sent to the region by the company, forced the Indians and their wives to toil in return for a few pence a day.

"When the Indians alleged that they were free, and had a right to work or not as they inclined, they were shot down remorselessly or subjected to tortures of a physical sort.

"The most frightful punishment was inflicted to intimidate the poor blacks.

"Whole families were exterminated."

In this wise, proceeds the German daily, native tribes are reduced to serfdom.

If protests arise, the usual assurance is given that slavery has been abolished—which it has been, "officially."

In actual fact, suspects this commentator, it is doubtful if slavery has been done away with in vast regions of the world even after exposure of it in South America.

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Pilsudski, Poland, Propaganda

A SYSTEMATIZED PRESS ATTACK on Poland and Marshal Pilsudski and their severe treatment of minorities on Polish territory is alleged to have been carried on for some months by newspapers in the United States, England, and Germany.

This charge is made by patriotic supporters of the Polish Government in this country and in Poland.

Meanwhile Marshal Pilsudski, it appears, whenever he is beset by such internal problems or by adverse criticism from without, picks a pack of cards from a drawer of his desk and diverts his mind by playing solitaire.

Wide World photograph

Pilsudski Plays Solitaire

Poland's strong man says he can often think better in a discussion if he keeps the cards moving under his fingers.

This game of solitaire, according to the Berlin *Deutsche Allgemeine Zeitung*, does not take the mind of Pilsudski off the subject he is discussing.

Pilsudski says that he can often think better in a discussion on an important subject if he pulls out his pack of cards and starts a game of solitaire.

His mind works much better if it is engrossed with the two topics.

This is a good illustration, this German paper says, of the duplex nature of the human mind.

SPEAKING of the friction between the Polish authorities and the natives of Polish Ukraine, the editor of the Chicago Polish daily *Zgoda* avers in a letter communicated to the press that "we should weigh critically all the accusations of alleged Polish atrocities," and he continues an impassioned defense of Polish policy:

"We won't deny that there were cases of severe punishment of criminals guilty of sabotage and high treason against the Polish State.

"We won't deny that there might be cases of innocent people being punished by mistake or zeal or ire for the crimes of others.

"But, please, put yourself in the situation and try to imagine what would happen in the like situation in the United States or in Canada.

"Just for the sake of comparison and for the sake of argument, suppose that the Mexicans in Texas or in California, or the French people in Canada started a movement by sabotage and acts that qualify themselves as high treason against the nation and the State.

"You just try to imagine that for months, night after night, you see gruesome pictures of skies lit up by blazes and conflagrations set by secret military organizations; you see millions worth of property go up in smoke; you read every day of derailing and of robbing of trains, of blowing up bridges, and cutting telegraph and telephone wires, of bombing of public institutions; you find out that the nationalistic schools of the minorities have degenerated into veritable hotbeds of breeding treacherous agitators and incendiaries, perpetrating crimes in the name of the degenerated conception of false patriotism."

REFERRING to the "few insignificant complaints" brought by Germany against Poland before the League of Nations because of alleged mistreatment of German minorities in Poland, Casimir Gonski, a contributor to the Milwaukee Polish *Courier*, writes in the Milwaukee *Sentinel*, that all such German charges were rejected as "unfounded," and he adds:

"In fact, Germany never considered them seriously, knowing well that she was the party to be complained against. But then came the Parliamentary election in Poland of November 16. Mr. Marx's [a former Chancellor of Germany] plaint about the 'political oppression and unprecedented violation of justice' never occurred to him until the German minority in Poland had counted noses and found out that they had lost practically every seat in the Polish parliament.

"Every one of the charges made by Mr. Marx about the treatment of German minorities is untrue.

"The 'atrocities' complained of and embodied in German official notes to the League of Nations will be shown to be the result of German activities and investigations instituted after the election by a German committee, which made their untruthful report for propaganda purposes."

IN the sharpest possible contrast to the foregoing are Geneva press dispatches late in January, which record the ending of the Sixty-second Session of the Council of the League of Nations after a meeting marked "by the strongest rebuke to Poland it has made in years." Clarence K. Streit, in a special cable to the New York *Times*, relates:

"The Council adopted a report on the Polish maltreatment of German minorities, which demanded that the government curb the activities of organizations which have been conducting a campaign of terrorism against Germans.

"The Council's rebuke leaves all German circles here satisfied, while the Poles find enough diplomatic phrases in it to make it acceptable to them. Foreign Minister Henderson characterized the solution as one of which the League could be proud, and which would relieve all its friends.

"It is understood that Poland, as a result of the criticisms made in the report, agreed to remove the Provincial Governor of Upper Silesia, altho he is a personal friend of Marshal Pilsudski."

But, altho Poland's Foreign Minister, Auguste Zaleski, promised the Council of the League of Nations a change of attitude toward the German minority in Upper Silesia, a Berlin cable to the New York *World* tells us of a startling editorial in the newspaper, *Polska Zachodnia*, published at Kattowitz. We read:

"This is the personal organ of Mr. Graczynski, Governor of Polish Upper Silesia, whom the German Government accused of responsibility for the outrages against the German minority, and whose dismissal it demanded.

"The German press of all shades of opinion is greatly disquieted by the article in the Polish newspaper, which declares that the decision of the League of Nations merely strengthened the German 'feeling of stubborn opposition.'

"'Only idiots or low-born persons could demand,' says *Polska Zachodnia*, 'that Polish pioneers in Upper Silesia should be frightened by appeals to the League of Nations into abandonment of their watchful activities.

"'In view of the German menace, Poland not only can not dispense with men like Graczynski and insurgents, but must also strongly support every other form of this particular work.

"'The idea of protection of the minority becomes more hated in Poland, and Polish interests will not be sacrificed for the sake of the approval of the League of Nations.

"'We shall outlive the Geneva court, and different other tribunals, and also the perfidious misuse of the Geneva conventions (fixing the status of German-Polish minorities), which expire in a few years.'"

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The Oldest Artist in America

NINETY-NINE AND STILL ACTIVE, is Louis Maurer.

He is tall and straight, walks abroad daily, and is still facile with his pencil.

His white mustache and imperial give him the appearance of a Kentucky colonel.

He is the last of the living artists who drew the Currier & Ives lithographs, now so eagerly sought by collectors, which used to serve New York of the Fifties as the rotogravure sheets of the daily papers do to-day.

Try to buy one if you have the purse. Some will stand you well up in the hundreds; for in their day they served their purpose of making current events pictorial, and quickly found their way into the discard.

Brought together, as they have been recently in a Lexington Avenue gallery, they present in a vivid scene of color and action the life of the last mid-century.

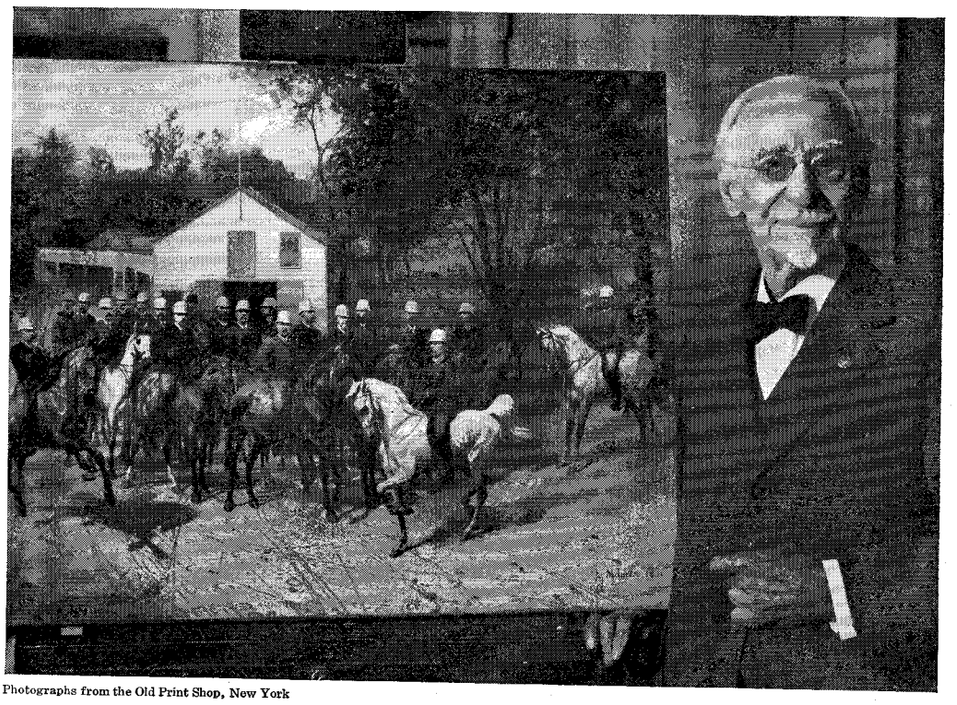
Writing in the New York *Sun*, Edwin C. Hill brings before us the artist and his work:

"Upon the walls of Mr. Newman's attractive shop were some sixty copies of prints that had been made from stones engraved by Louis Maurer—famous old prints; prints which are a part of the history of the United States in the second half of the nineteenth century.

"They were prints that Currier & Ives used to sell for a few cents a copy, but if you want one now you must pay anything from $300 to $700. There is the print that Mr. Maurer made of the great thoroughbred racehorse Lexington.

"Currier & Ives sent their artist over to the Union Race Track in Long Island to sketch the greatest living running horse, and Mr. Ten Broeck, Lexington's owner, received him graciously and gave the desired permission. Nobody knows how many copies of that famous work were sold by Mr. Currier and booked by Mr. Ives, but the copy now on exhibition at the Old Print Shop is priced at $700.

"Among the prints by Mr. Maurer which may be seen there—all of them very old—are 'American Winter Sports,' one of the most attractive of the lot; 'Preparing for Market,' a typical farmhouse scene, which is Mr. Maurer's favorite of all his work; 'Crack Trotters in the Snow'; 'Flora Temple,' a print of the greatest trotting mare of her day; 'The County Fair' (and Mr. Maurer admitted at the exhibition, after all these years, that he never saw a county fair in his life); 'The Futurity Race,' a very spirited print; a whole series entitled 'Life in the Woods,' and many, many more."



Photographs from the Old Print Shop, New York

The Artist and His Canvas

On the easel is a painting, done in 1891 by Louis Maurer, of the New York Riding Club. Mr. Maurer is represented in the canvas. The scene is up-town Manhattan, now solidly built up.

WITH the daily press and the news reel bringing before our eyes the happenings of the day in the four corners of the world, it is intriguing to try to vision a time such as Mr. Hill writes about, when these florid engravings held sway:

"They pictured news of immediate and pungent interest.

"It was not so much the actual discovery of gold in California in 1849 that started the gold rush across the plains as it was the Currier & Ives imaginary picture of the event that inspired the tremendous and arduous migration to the Pacific.

"The clipper ship prints suggested a less perilous route. Then came the railway pictures, the prints of the first transcontinental trains running amidst Indians and buffalo.

"The newspapers of the period were not pictorial, except for the fashion plates printed now and then. People had to get their most graphic conception of important news from such prints as Louis Maurer turned out industriously for his famous employers. Such prints told the news of the day dramatically and remarkably accurately.

"If there was a shipwreck on Monday, Mr. Maurer hastened to the scene if possible; otherwise he studied old pictures of shipwrecks. At all events, prints of the disaster were on the street within twenty-four hours, and that is as good as the rotogravures do nowadays.

"Mr. Maurer was painstaking in his work, and fine prints resulted. They assumed finally a definite and recognized place in the art of America. While there was nothing subtle about them, there was no pretense, as any one can see for himself by paying a visit to the exhibition at the Old Print Shop.

"There's never any guessing about the meaning of a Maurer print. The story hits one in the eye, and no Currier & Ives was ever hung upside down or upon its side."

LOUIS MAURER doesn't own one of his own prints.

He gave what he had away to his friends before his boom started. And now that his first one-man show is being held, he was laid up with an attack of influenza and couldn't attend.

But there is "nothing pathetic about him," so Louis Sherwin informs us in the New York *Evening Post*. "He is quite well off, he has enjoyed a full and satisfying life, he has had plenty of fun, and excellent care is being taken of him."

Mr. Sherwin also speaks of "the boom":

"I suppose everybody knows by now that Harry T. Peters's book on the subject, published in an edition of 400 copies at $40, jumped to $250 a copy within a week after it was issued. And that 6,000 copies of a subsequent work for which my learned brother Russel Crouse wrote the text were all gobbled up ten

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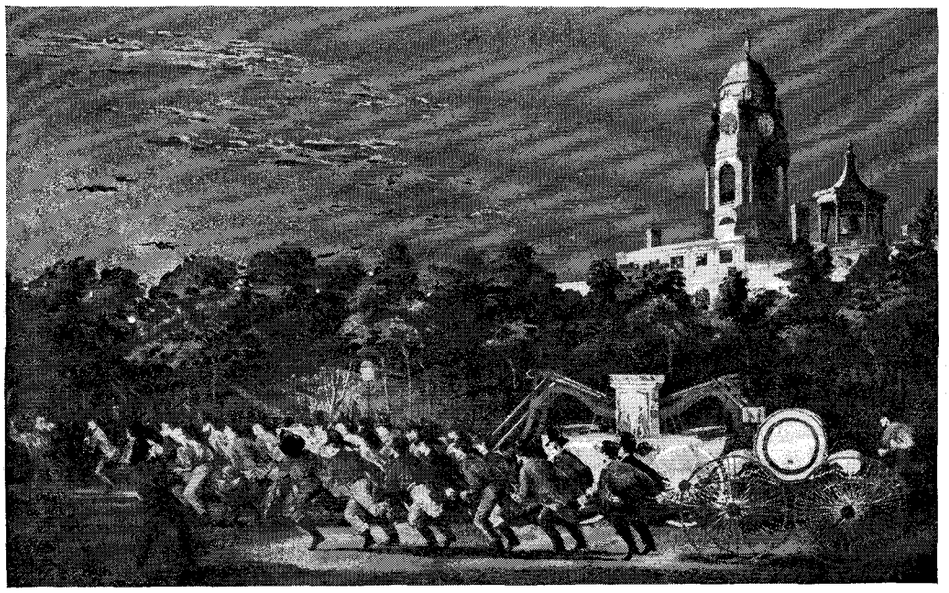
days before last Christmas, wherefore the publishers are still kicking themselves because they did not make ready thrice as many.

"These are commonplaces of gossip in the publishers' and print dealers' trades, commonplaces of a somewhat lugubrious taste.

"Louis Maurer himself thought very lightly of the work he did for Currier & Ives. He saw reproductions of it sold for twenty-five and fifty cents a copy and esteemed it accordingly. He has lived to see some of them auctioned off for $700 each, notably his portrait of the famous race-horse Lexington.

"The value of the Currier & Ives lithographs, as my learned brother Aaron Marc Stein set forth some time since in these pages, is that they contribute a really priceless pictorial record of American life, manners and customs in the days before photography was perfected. Few people realize the prodigious speed with which they were executed. In his introduction to 'The Spirit of America,' W. S. Hall remarks: 'A shipwreck of Monday was displayed in full color on Thursday.'



"The Race, 'Jump Her, Boys, Jump Her!' "

One of the spirited lithographs of early fire scenes, with the New York City Hall in 1854. Drawn by Louis Maurer for Nathaniel Currier, famous publisher of prints in the last century.

"Not the least interesting of the Maurer collection at the Old Print Shop is an almost complete set of 'The Life of a Fireman.' Notably those captioned: 'Start her Lively, Boys,' 'The Ruins,' 'Take up, Man Your Rope' and 'Now then, with a will shake her up, Boys.'

"Louis Maurer, as you may remember, retired from business in his fifties with a handsome competence and decided to study painting. He was a pupil of, among others, William M. Chase. He was also an enthusiastic horseman and rifle shot, one of the first organizers of the New York Riding Club and winner of a blue ribbon at the first horse show in America.

"Not so long ago they gave a dinner to Buck Crouse to celebrate the success of the latest Currier & Ives book. The feast was coming to an end about 12:30 and everybody present was invited to the dress rehearsal of the show for which Crouse had written the libretto.

"'Sure,' said Louis Maurer, 'let's go.'

"'Nothing doing,' said Harry Peters: 'I promised Mrs. Fuerstenberg'—Maurer's daughter—'that I'd bring you home by 11 o'clock. And it's now half past midnight.'

"'Look here,' retorted Maurer. 'I haven't much time left. I've got to crowd in as much as I can.'"

LOUIS MAURER has no use for the sheltered, coddled life, Mr. Hill discovered. He continues his daily sallies from his spotless little house to take his usual constitutional, and he goes along at a good brisk pace. His sight is excellent, altho he wears glasses for reading.

He likes to read books on science and philosophy, and is fond of playing the flute. He read many years ago that Leonardo da Vinci liked to play the flute, so he bought one and practised sedulously.

Rebecca West Proves a Beatitude

NOBODY WILL THINK OF THOMAS HARDY as the model for *Driffield* of Somerset Maugham's "Cakes and Ale" again.

That is, if they take Rebecca West's pronouncement in *The Outlook and Independent* as seriously as she takes herself.

She cured herself of thinking, she tells us, that the beatitude, "Blessed are the pure in heart, for they shall see God," was "mawkish" first by observing Thomas Hardy.

She got her revelation twice, and, in her own words:

"That phrase has come back to me unsought and has been welcomed as the perfect expression of something not simple at all, but so complex that I was utterly at a loss to put it into words."

THE second instance, omitted here, concerns the unscientific Bernard Shaw speaking at a dinner given to Einstein. The latter thought that Shaw, of whose words the great physicist understood nothing, was talking in behalf of Zionism. But—

"The first time was one afternoon when I was taking tea with Mr. and Mrs. Thomas Hardy, who were, by the way, utterly unlike *Mr. and Mrs. Driffield* of Somerset Maugham's 'Cakes and Ale,' tho some idiot rumor of identification is running around.

"To imagine Thomas Hardy ever having been a Bohemian who shot the moon, leaving landlord and butcher and baker unpaid in the company of a melting wanton of a wife, would be rather more difficult than to imagine Mrs. Edith Wharton as having spent her golden youth in the chorus of the *Folies Bergère*.

"He was, in point of fact, an intensely, even smugly, respectable little man. He came half from the yeoman class and half from the laboring class; and was very eager to be above criticism and range himself firmly with the yeoman class.

"In such country communities as his, debt is a disgrace very nearly as deep as theft; and anyway he was a clean little man, with a fastidious tremor about him like the movement of a cat when it has stept in a puddle and takes out its paw and shakes the water off it.

"Through his art he could enter completely into their experience; but there was that in the marrow of his bones which would not let his destiny incline a millionth of an inch towards theirs. So there were no debts, and no wanton.

"His first wife was, on the contrary, a thought too far this side of wantonness.

"She was reputed to have said, 'Try to remember, Thomas Hardy, that you married a lady.'

"Better far had it been for her, since she had not been vouchsafed the vision of that which should have kept her humble, had she been put in her place by a recollection of having said 'Yes' once when she should not."

MISS WEST'S leisurely journey toward her recognition of the truth of the beatitude is more valuable than the goal itself, so we will report that she spied a large ship model on the top of Hardy's book-case and was told it was the gift of a Georgian poet, made by himself, but an unwelcome gift to the novelist, who told her:

"There was quite a little ceremony over presenting it, and after they'd gone we had to put it up there, because it's so big, and there's no room for it, and things kept on catching in the

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rigging. Of course, it was very kind of them, but I often wonder why. . . . ?"

Then Miss West will have her homily:

"Great men are notoriously simple men; and English great men should be very English.

"It was, therefore, very pretty and fitting for the young great man of English literature to sit down and make with his own hands a model of one of England's hearts of oak, and give it to the old great man of English literature.

"Only, Thomas Hardy was outside all these things. He never thought about being a great man.

"He was angry when people would not accept his novels and his poetry, but that was because he thought that what he said was true and ought to be known. But of this business of playing safe by ostentatious loyalty to a tradition, and putting out work of approved pattern at proper intervals, and getting noticed by the right people, of all that he had no notion.

"If he was a respectable little man, it was because he knew the hunger biting the tramp's belly and storm mounting in the betrayed girl's heart, and would not have felt such things for anything. This self-dramatization and the means of expression it might find among the hierarchies was unknown to him. The words rose in me, 'Blessed are the pure in heart, for they shall see God.'"

Giving Paul Revere Another Ride

TO ROB CONCORD OF PAUL REVERE and "the shot heard round the world" may start another tea-party. But Major Otis G. Hammond has the derring-do to claim him for New Hampshire, and the shots too.

"Paul Revere's first ride was from Boston to Portsmouth, New Hampshire, and not through 'Middlesex village and farm.'"

This comes through the Associated Press, with the documents cited to prove the contention:

"Major Otis G. Hammond, director of the New Hampshire Historical Society, is the authority for New Hampshire's claims.

"He has earned a national reputation as a leader in his field, and he bases his claims on letters written to Gen. William Gage, British Military Governor of Boston, by Gov. John Wentworth of New Hampshire, back in the Revolutionary days.

"If Major Hammond is right, Paul Revere brought to Portsmouth's Minute Men the 'Cry to Arms,' which influenced Gen. John Sullivan and four hundred patriots to attack and seize the royal stronghold, Fort William and Mary, on December 14, 1774, four months and five days before the firing at Concord bridge of 'the shot heard 'round the world.'

"Revere's midnight gallop to Boston suburbs in April, 1775, was all well enough in its way, Hammond admits, but he insists that the ride to Portsmouth, in view of its circumstances and its consequences, was the most momentous of all the exploits of the much-storied Boston silversmith-dispatch-bearer.

"Major Hammond contends that the successful storming of Fort William and Mary at Portsmouth harbor by the Granite State volunteers set aflame the torch of active rebellion in the colonies, and resulted in the capture of powder, small arms and cannon, which were later used with telling effect in the battle of Bunker Hill.

"The documentary evidence, brought forward by the Historical Society director to-day, in support of his Paul Revere exploit, has been unearthed in the course of Hammond's recent nation-wide study incident to his compiling a biography of New Hampshire's fighting Irishman, General Sullivan.

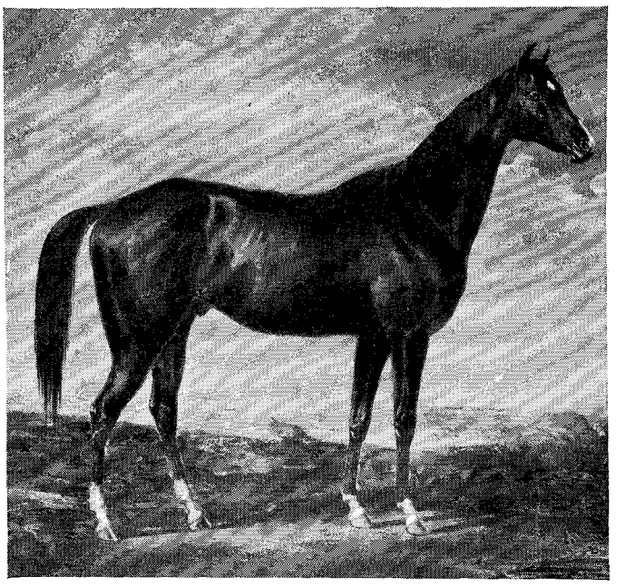
"The letter from Governor Wentworth to General Gage said that on December 13, 1774, Revere arrived at Portsmouth and delivered a dispatch from a committee of citizens in Boston. On the following day, Major Hammond quotes the letter as saying, Fort William and Mary was stormed."

The Boston *Post* will not be dismayed, and claims that the facts have been known since the time, when "the Rev. Alonzo H. Quint, D.D., the foremost student of New Hampshire history in his day, gave an account of the affair in a July 4 Centennial oration at Dover."

This historian is quoted verbatim by *The Post* concerning Paul Revere's ride into Portsmouth on December 13, 1774. Of its historical importance, Alonzo Quint asserted:

"He brought from William Cooper of Boston an official dispatch to Samuel Cutts, of the local committee. . . . Orders were out to seize all munitions of war in the colonies. He brought, also, the rumor that two royal regiments were to be sent to the Piscataqua. The committee met and decided. . . . It was determined to seize Fort William and Mary. The movement was to be open."

Major Hammond, *The Post* allows, "has done a good service in reminding our citizens of this first act of rebellion against the power of England, but he has not 'unearthed' anything new."



An American Print Worth $700

The famous race-horse Lexington. Published by N. Currier in 1855.

The Cover

COMPARE the sober costuming of men of to-day with that of 1798, displayed in the Washington household on the afternoon before the last Birthday Ball, attended by Washington.

Intimate friends call at his home in Alexandria to congratulate him.

Presented as part of the Ferris series, we accompany it, as usual, by the artist's note, which may furnish a meditation for to-morrow:

"Our observance of Washington's Birthday seems to have originated with a celebration by the French officers who served in America during the Revolution. Washington writes to the Count de Rochambeau in 1774, 'The flattering distinction paid to the Anniversary of my birthday is an honor for which I can not attempt to express my gratitude.'

"The Birthnight Ball was instituted at the close of the war, and its first celebration was in Alexandria, Virginia. Such soon became general. In Philadelphia, in 1791, it was observed by the firing of salutes, etc. The President held a levee at which 'one hundred ladies, elegantly if not superbly drest graced the ballroom.'

"It is curious to note that in 1793, owing to Jefferson's exploiting of French so-called republican ideas, and the mob enthusiasm thereby created, Washington's common sense and restraint lost popularity for the time; he was charged with holding himself aloof from the people, and that the celebration of his birthday was idolatrous.

"Such is the value of popular esteem. Nevertheless, guns were fired and bells rung on the 22d of February (Philadelphia). In 1797, the last year of his Presidency, especial efforts were made; the militia, artillery grenadiers, and light infantry paraded to the State house, from where their officers and the Society of the Cincinnati were escorted to Washington's house on High Street, and in the evening there was a ball."

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Denominational Slams at the Wickersham Report

A FREE-FOR-ALL FIGHT is about as conclusive as a Prohibition debate, says one denominational journal in discussing the Wickersham report, reviewed in another department of THE LITERARY DIGEST January 31.

This reflects the attitude of some of the other religious weeklies as they dissect and discuss that discordant document.

As in a dog fight, it is difficult to determine who wins the debate—the wets or the drys.

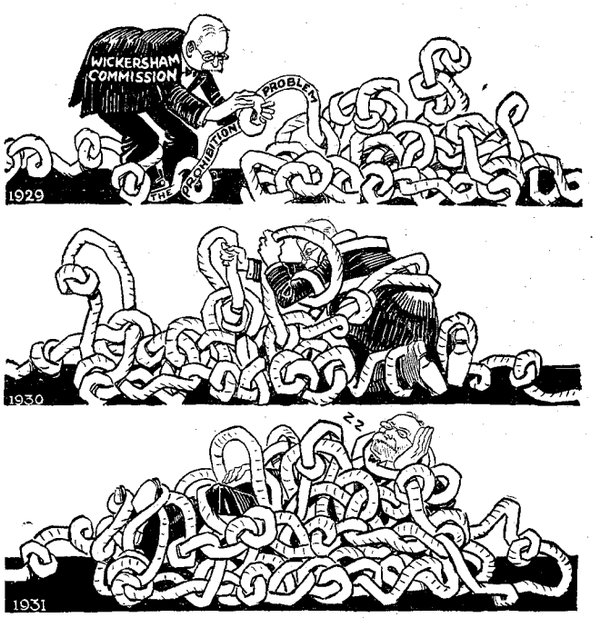
Whatever the answer to that question, the fact remains that the dry weeklies are as dry as ever, tho one is willing to listen to some plan of modification if it is demonstrated that enforcement can not succeed.

On the other side of the controversy, other weeklies we quote are frankly as unconvinced as ever that Prohibition is the right road to temperance.

Describing it as "a mammoth muddle," *The Christian Register* (Unitarian) declares flatly that the report "lacks moral conviction, ethical idealism, faith in inherent human dignity and purpose, and that high courage that we have considered a mark of the leaders of our country."

But the cause has not suffered, believes the Unitarian organ; and the masses of the people have the President with them. "Prohibition," it says, "is the feasible way to temperance."

Equally disappointed, *The Western Christian Advocate* (Methodist) says the report has led the nation nowhere, that "it is a demonstration of intellectual straddling on the part of great minds, . . . a demonstration on the part of some of moral cowardice."



A Masterpiece of Untangling
—Doyle in the Philadelphia "Record."

THE Commissioners, declares the Cincinnati journal, "came to no agreement that will help to settle the public mind on how to solve the problem of the illicit selling of liquor, and how to deal with drinking that is spreading among young people who know not of its deleterious effects upon the individual and of how the good people for many generations have been seeking to throw off the evil influence of a traffic that has known no right, cared not for the wrong, laughed in the face of the truth, and sought to debauch the human race to enrich its own coffers."

Agreeing with this resounding criticism, the New York member of the *Advocate* family declares that "any person, however wet or however dry, may find in it some justification for his own position, some ammunition which will fit his gun."

As for itself, the New York weekly says, "if after a fair trial Prohibition breaks down absolutely and leaves us with a liquor problem worse than we had before, we do not think the sincere drys will continue to oppose such a plan of modification as may be able to establish its claim to bring in a better condition." But thus far, we are told, "no proposal, not even those proposals which have found favor in the Wickersham Commission, makes a plausible offer of a way out."

"A mixed blessing," *Zion's Herald*, Boston independent Methodist weekly, calls the report. "Its gadfly character," we are told, is not the least of its benefits, since it ought to "sting the Prohibitionists into clearer thought and more determined action on the whole liquor question."

But of greater value, says the Boston journal, is that the report shows that too much reliance has been placed on force. "It is by education and more education," we are told, "that we are to be delivered from the menace of this age-old curse."

Entirely committed to Prohibition, as is the Church which it represents, *The Christian Leader* (Universalist) believes that the country is in for prolonged battle over the Wickersham report—"the Presidential campaign will turn on it, friendships will be broken, reputations will be smirched, but good will come out of it at last." But this Universalist journal is not sure that the Prohibition law is the best solution for the liquor problem. "We don't know," it says. "But we do know," it goes on, "that we do not propose to slander the thoughtful people who advocate other forms of control. We propose to advocate careful study of what they say."

"Furthermore, we are sure that no form of social legislation ought ever to be put in the Constitution, that Congress or the States should be left free to grapple with the situation as it develops, and that the situation to-day would be much healthier if the Eighteenth Amendment could be lifted entirely out of the Constitution or amended so as to give freedom to Congress or the States to legislate as seems best.

"When a majority of our people make up their minds that they have found a better way to control the liquor evil than the way we are following, they ought to be free to put their ideas in the form of statutes."

"WE are giving altogether too much time to Prohibition or no Prohibition," urges the Universalist organ, tho "not for a moment" does it "argue that churches and ministers should keep out of politics, or shirk the hard, difficult task of applying Christian principles to life." But "if we concentrate exclusively on Prohibition, or any other single theory of social control, and make it identical with the whole law and gospel, vital interests will suffer."

"Even the drys," comments the Baltimore *Southern Methodist*, "must smile at the mighty straining at gnats and swallowing of camels which the accompanying concomitant opinions discovered. Nevertheless, here is the significant thing: . . . when the whole matter was left in their hands for decision, they came across with as dry a set of findings as any one might expect."

And the 117-year-old *Christian Observer*, a Presbyterian weekly published in Louisville, in the State which once boasted of its brands of Bourbon, thinks that "the whole force of the Commission's conclusion is favorable to Prohibition."

But as far as *The Watchman-Examiner*, New York Baptist weekly, can see, "we are just where we were before the Commission made its exhaustive study of the situation." The drys, it says, are perfectly willing to confess that enforcement has been only measurably successful. And they can see why this is so:

"With United States Senators, members of the House of

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Representatives, judges, lawyers, politicians, and newspapers in large number flouting the Amendment and making all manner of sport of it, how could we expect perfect enforcement?

"To our mind, under the circumstances, the efficiency of Prohibition enforcement is little short of miraculous. The fact that enforcement is measurably efficient is due to the high character of millions of our law-abiding citizens."

The danger, in the opinion of *The Watchman-Examiner*, "is not in the repeal of the Eighteenth Amendment. Every sensible person realizes that that is not to be feared. The danger is in taking the teeth out of the Volstead Law." And for its part, says this Northern Baptist weekly, "we would rather have the actual repeal of the Eighteenth Amendment than its nullification. The effort at nullification will be so gradual that before we know it the Eighteenth Amendment will be left with no laws of enforcement."

YET a companion in arms, *The Baptist* (Chicago), believes that a policy of enforcement, "no matter how drastic, will provide no permanent solution for the problem of Prohibition." The support of public opinion, it maintains, can be secured only by a process of education, which "should be a part of the enforcement program."

Not surprized that eleven persons could not reach a unanimous agreement, *The Western Recorder*, 105-year-old Southern Baptist weekly of Louisville, takes comfort that not one of the commissioners, however, had a good word for the saloon. "At least," it says, "this is getting somewhere." But it believes that if the present system of Prohibition is modified, "it does not require a philosopher to see that we shall have something to do the work of the saloon." And, "as a rose by any other name would be just as odorous, even so a saloon by any other name would be just as odious."

BUT *The Churchman*, liberal Episcopal weekly of New York, thinks that the Commission's report "has added to the perplexities of President Hoover to an appreciable degree." In its opinion, the situation "boils down to the fact that sumptuary questions or others having to do with the daily life of the people have no place in Federal concerns, and when intruded therein are pretty certain to be fruitful of evil consequences."

The great issue, in the opinion of *The Commonweal* (New York), to turn to a Roman Catholic view-point, "is one of compulsion—whether the mass of citizens will permit themselves to be constrained by a law they deem wrong, and hold to have been imposed by a mere fraction." *The Commonweal* thinks that the issue "will be in favor of the defeat of Prohibition and the return of civilized temperance and personal liberty." The deciding factor will be a "revolt against unnecessary restraint."

Asserting that, not the foreigners, but "men and women who can boast an American ancestry back to Colonial days" are the strongest opponents of Prohibition, *The Catholic News* (New York) declares it "the hope of every one who would see the curse of drunkenness removed from the American people that agitation growing out of the Wickersham report may result eventually in a revision of the Eighteenth Amendment that will really promote temperance."

To My Little Son

By Kate Randle Menefee

MY little son, how may I keep you
Still faithful to things sound and true,
When, knocking at the world's wide door,
You find no trace of harvests
That I bid you store?

The pleasure-mad are wrapped in the glow
Of self. Some hour you must know
Soul-flames are ashes in their eyes.
To sacrifice high dreams men
Cunningly devise

A cross. Fight on, speak with spirit's tongue:
The quiet Christ Himself was hung
On Calvary to drop warm seed
Into the golden chalice
Of God's holy need.

Grieve not, when men deny you a part
In tinsel joys—search well your heart.
Be your true self, nor weaken, son,
But live with face uplifted
To the Dreaming One.

—*The Churchman, New York.*

When Greek Meets Turk—Now

SUDDENLY DEEP CANNONADING sounded near at hand.

The Greeks had come again, bearing gifts.

And for a brief moment the mind of Smyrna went back eight years, to the time when Turkish troops recaptured the city and drove the Greeks literally into the sea. The world was horror-stricken when it read the story the next morning.

And now the Greeks were back again.

But the guns were just booming a welcome to Premier Venizelos of Greece, who was carrying only a peace treaty.

And the next day, when Cass Arthur Reed, President of the International College at Smyrna, who had passed through those trying days when Smyrna ran with blood, followed the Greek delegation into Ankara (Angora), the capital, he saw a sight he had dreamed his grandchildren might see, but never his own eyes would witness.

FOR, as he tells it in *The Congregationalist and Herald of Gospel Liberty*, "across the broad avenue, in the most prominent place in that whole city, stretched a sign in huge Greek letters, *Kalos Althate*, 'welcome.' And on the side, a huge display of Greek blue and white, surmounted by a large Greek coat-of-arms, with the Cross prominently centered. And this in Ankara, capital of that Nationalist Turkey which had suffered three years of bitter warfare inaugurated in 1919 by the very man who was to-day's guest."

All the world knows now of the signing of that "sacrament of peace, the outward and visible sign of great national changes."

What of it? Does it mean anything for the rest of the world?

"As one fittingly wrote in 1912," Dr. Reed recalls, "between Greek and Turk, Christian and Moslem, there was a great gulf, thirteen centuries wide and seven centuries deep. The bitterness of the World War, and the more terrible Turko-Greek war of 1919–22, had made things far worse, with suffering, slaughter, the forcible exchange of perhaps a million and a half refugees, and the loss of millions of dollars of property."

But now—

"Both Turkey and Greece need peace; neither can afford or would really gain by war. And so they venture nobly for peace. And while in both lands some blind prophets of gloom shake knowing heads and whisper, 'It can not be,' these leaders sign sincere treaties and hold out the right hand of friendship.

"Again both Turks and Greeks have risen to the demands of a new day and ventured heartily on a policy which some of us dared dream about in dark days of hatred—a policy of forgetting and of peace.

"And as I saw those able leaders, who in other years had not hesitated to venture all the future of their respective States for war, now venture for peace and good-will, I thought, 'What might not the world see if America and Britain, France and Italy, and all the other long-called Christian Powers, had leaders who would venture as nobly as these Near Eastern statesmen, and people as ready to follow them, on a policy of peace, understanding, disarmament, and real cooperation?'

"Surely with such events as these in the Near East, the lovers of international good-will can thank God and take courage."

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Citizenship of Catholic Clergy

ARE ALL ROMAN CATHOLIC PRIESTS political subjects of the Pope?

The question is raised by *The Christian Century* (Undenominational). It is based on a news dispatch to the effect that the Papal Secretary of State had protested against any diplomatic action by the Italian Government in regard to the killing of two Italian priests in China, on the ground that the diplomatic jurisdiction in such a case belonged to the Papal State and not to Italy.

The implication, according to *The Christian Century*, is that "the Vatican views priests as subjects of the State of Vatican City and not as citizens or subjects of the country of their nationality. This is a matter," it says, "that will bear looking into."

"It will indeed," replies *The Commonweal*, New York Roman Catholic weekly, to which, as an "enlightened Catholic journal," *The Christian Century* had appealed to conduct an inquiry into the matter.

Doubtful of the correctness of the dispatch, *The Commonweal* says it is probable that the basis of the papal representation to the Italian Government was really to the effect that the Church, or the Vatican State, did not wish the matter treated with reference to the status of the Italian subjects as priests, which is quite a different proposition.

Then *The Commonweal* explains what constitutes citizenship in the State of Vatican City, and points out that priests who are citizens of other countries are not subject to the civil authority of the Vatican State, thus:

"Under the terms of the treaty between the Vatican City and the Italian Government, instead of all Catholic priests being considered as citizens or subjects of the Vatican State, only a few hundred people, comprising those whose rank, charge, office, or employment about the Vatican court require their residence there or in the city of Rome, are entitled to that status.

"Ecclesiastics, from Cardinals to priests, in Italy or anywhere else, who are not officials or employees of the Vatican, are, of course, the subjects or the citizens of their respective countries.

"Unless the two Italian priests killed in China were registered citizens of the Vatican State, traveling on business officially connected with the Vatican State, they were Italian subjects, and under the jurisdiction of their country's authority.

"As for the hundreds of thousands of priests and Bishops throughout the world, they are what always they have been: citizens or subjects of their several nations, and in no way subject to the purely civil jurisdiction of the Vatican State. We fail to see how a real issue has been, or can be, raised, except through misunderstanding."

Filling the Air with Religion

THE largest single enterprise on the air to-day is religious broadcasting under Protestant leadership.

That will be news to many people, but it is announced by the joint radio commission representing the Federal Council of Churches and the Greater New York Federation of Churches, which, we read in the New York *Sun*, met recently with the National Broadcasting Company and elected Dr. John W. Langdale, book editor of the Methodist Episcopal Church, as its new chairman.

Approximately $100,000 annually is reported necessary to maintain programs worthy of national reception, the facilities, operating and wire charges, valued commercially at $1,000,000, being furnished free of charge by the National Broadcasting Company.

Protestant services, exclusive of the contribution of the National Broadcasting Company, we are informed, cost last year $84,853.44, this total including a combined program expense of $67,247.23 for providing musical artists of the highest type and $17,606.21 for the administration of the national religious radio department.

No compensation or fees were paid to the preachers. Groups of prominent laymen, formed by the radio department, support individual programs.

At the Lenten season twenty-seven stations cooperated, and at Thanksgiving twenty-four stations on a coast-to-coast hook-up.

A total of 292 clergymen from various parts of the country officiated during the twelve months of 1930, and all major denominations of the Protestant faith were represented. Hymns, anthems, compositions, and excerpts from oratorios sung numbered 724.

Some 38,000 letters were received from the radio audience of every race and creed, "testifying," we read, "to the inspiration and help gained."

Well, Suppose It Weren't True

FOR THE SAKE OF ARGUMENT, then, let Jesus be a myth.

Let Christianity itself be a myth; let the whole Christian church be founded on a legend—a mere child's story

What will the doubter have gained, and what will religion have lost?

Let us see.

Well, replies Thomas F. Opie, who brings up the question in *The Churchman* (Episcopal), "this ideal—this myth—this legend—this fairy-tale for children has been the most potent single force in two thousand years of civilization." Yes—

"This mere idea has transformed life. This figment of the mind's vagaries has given us love for hate; purity for lust; fineness for filth; hope for despair; optimism for cynicism; brotherhood for misanthropy.

"Such an idea is grandly pragmatic. Such a fairy-tale is phenomenally potential. Such a legend is miraculously transforming."

So long, then, as it has given us all this and been the inspiration of the best in life, let the myth persist.

"Yes, in the name of God and of heaven, long life to the idea!" exclaims Mr. Opie:

"The world's noblest literature, the world's highest art and the world's divinest music may have been produced because men and women have followed a figmentary ideal—and not the actual Personification of the Godhood!

"But look about—gaze, seriously and appraisingly, at current life!

"Has it not been worth while?

"The greatest intellects of nineteen centuries have believed in this ideal—'purest women, strongest men, and simple children have believed it—and have believed in it—and all who have devoutly believed it as a truth and who have lived by it as a truth—have become exemplary for all that is beautiful in holiness.'

"If this be a myth—let Jesus be a Myth!

"Confucius doubtless lived. Ask Confucianism, 'What are the higher powers?' The answer comes, 'We can not know the higher powers.' This is a kind of religious agnosticism. It has given us China!

"Buddha doubtless lived—(or was this a myth?) Ask Buddhism what are the higher powers. 'The universe is the highest power,' comes the answer. This is religious pantheism, so to speak. It has produced India!

"Mohammed doubtless lived. Ask Mohammedanism what the higher powers are. The reply is, 'Law is the highest power—inflexible Law.' This is a type of religious fatalism. It has produced Turkey!

"But Christianity says, 'God in Man is the Higher Power.' This may be termed revelation—call it what you will—a myth! Call Jesus, The Great Discloser of God, a myth! But in doing so, do not blink the facts! Christianity has produced England and America!

"If Jesus a Myth can lift civilization to its zenith—and men and nations never have risen higher than their religions!—if the Legend of the Galilean can put heart into men and women and transform a Saul to a Paul and a Cephas to a Peter—all honor to the Legend! All hail to the Myth! Jesus, Good Paragon!—Thou Crystal Myth!"

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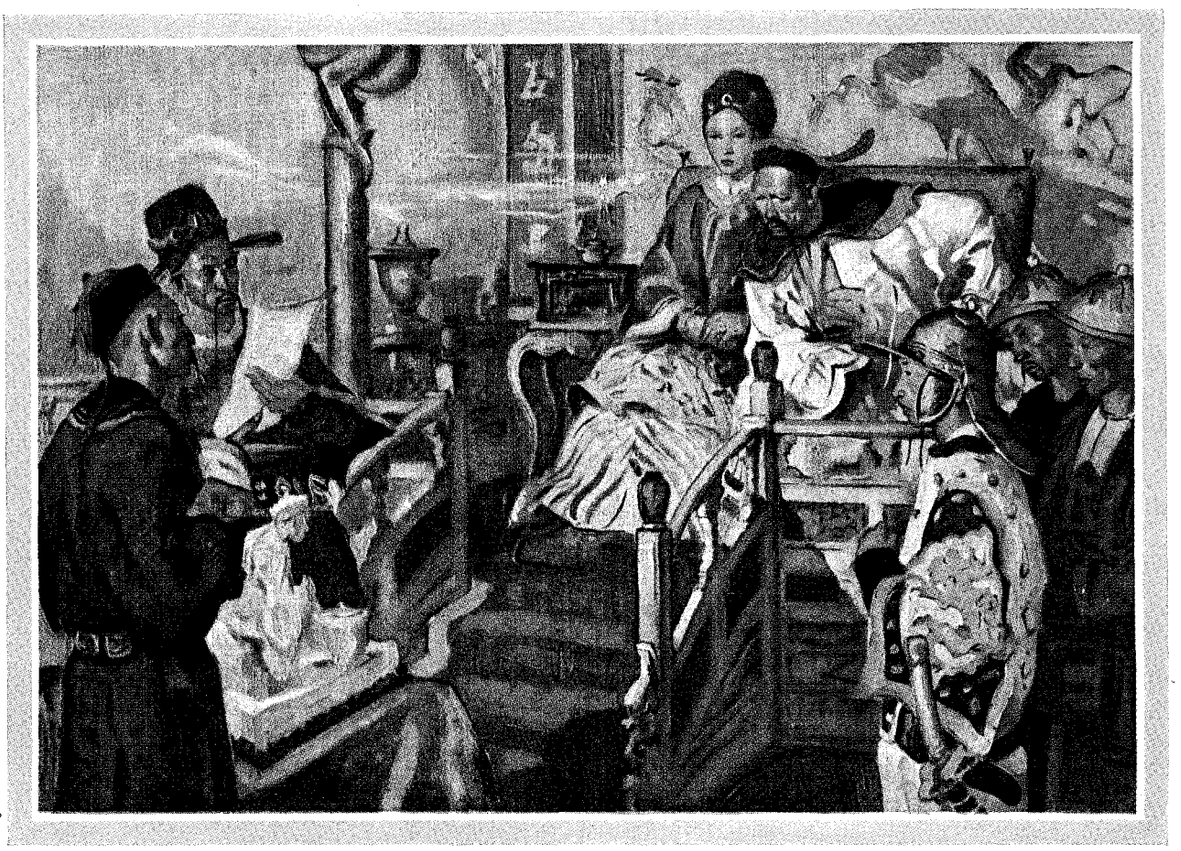


For a
DISCRIMINATING CLIENTELE

The carving of jade was fostered by every imperial Chinese dynasty. Lapidaries labored for years on a single magnificent piece for the Emperor's collection. Fine things through all the ages, like the Packard of today, came into being in answer to a discriminating demand

The Packard DeLuxe may be had in eleven body styles on 140 and 145-inch wheelbases. The two-passenger Coupe, shown here on the longer chassis, provides distinguished transportation for the business or professional man as well as for the woman who likes to drive.

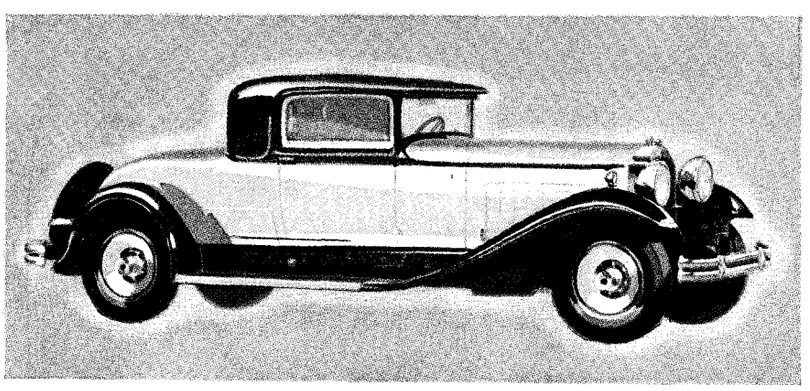
The DeLuxe Coupe is especially appreciated by those families who find need for two cars. Like every Packard, it has all the qualities required by those who know what a truly fine car should be. It is beautiful, mechanically as well as to the eye, luxurious in performance as in comfort.

And in the new series cars Packard has gone a step further to provide and maintain luxurious transportation. A fine car must be silent as well as safe, long-lived as well as fast and easy to control. Packard has now made lubrication *automatic*. Chassis parts, once oiled occasionally, then daily, now *cannot* be neglected. They are oiled *continuously* while the car is in motion.

This new feature maintains factory precision, lessens wear of parts, constantly protects the Packard owner's investment by assuring longer life.

The buyer of a Packard, whether DeLuxe or Standard Eight, makes an investment which the whole world approves. And as the years pass his pocketbook proves that his choice was not extravagant.

PACKARD



ASK THE MAN WHO OWNS ONE

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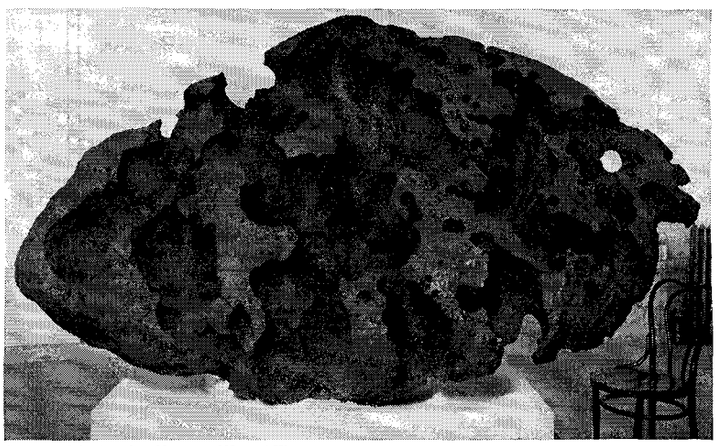
The Danger of Being Hit by a Meteor

ONCE IN ABOUT 9,300 YEARS some American may expect to be hit by a meteor.

This is the estimate made by C. C. Wylie of the University of Iowa, writing in *Popular Astronomy* (Northfield, Minn.).

It will be noted that in neither of the newspaper stories recently quoted in THE DIGEST was it reported that a person had been struck by a meteor fragment, but only that it had fallen near him.

But now Mr. Wylie quotes several reports of actual deaths



Courtesy of the American Museum of Natural History

A Formidable Missile of Our Celestial Bombardment

Meteorite that fell in the Willamette Valley in Oregon.

said to be due to meteors. He considers them unauthenticated, and believes it likely that they are inaccurate, or, perhaps, even fakes. First, we have a letter from a former soldier, Melville S. Lyons, of Independence, Kansas, dated May 5 last. He writes:

"Gen. Pablo Castilliano, a rebel who was revolting against the Nicaraguan Government, was killed by a meteor in 1906 in a jungle camp near Puerta Cabezas, Nicaragua, while sitting in his tent at night.

"The natives immediately quit the revolt, claiming that Castilliano was an emissary of *El diablo*, and was removed by an act of God.

"While in the ill-starred Nicaraguan revolt of 1922, I learned of the incident. The natives were still superstitious of meteors, and we had many desertions following a meteor shower in June, 1922."

AN American consul in Nicaragua, Samuel J. Fletcher, made an investigation of this case, but could not substantiate it. The American legation was also unable to verify it. Mr. Wylie comments as follows:

"This story must be classed with numerous other reports of death by a meteorite, which may be founded on fact, but which can not be definitely verified.

"The earliest of these reports is no doubt the story in Joshua of the Lord casting down great stones from heaven on the enemies of Israel, so that they that perished from the stones were more than they that perished by the sword. Many believe that this refers to a shower of meteorites, altho the translators refer to these stones as hailstones.

"Several accounts of supposed deaths a few hundred years ago are included in some of the older books on meteors. We are told that on September 14, 1511, at Crema, twelve hundred stones fell, and that a monk was killed by one.

"Other accounts are that on March 30, 1650, a Franciscan monk was killed at Milan by the fall of a meteoric stone, and that in 1674 two Swedish sailors were killed on shipboard by the fall of a meteorite. The evidence for these reports is, however, so poor that modern writers class all as 'not proven.' Two or three years ago there was a report of a guest at a wedding being killed in a carriage by a meteor, in one of the Slavic States in Europe.

"Meteoric falls have in recent years been recovered at about the rate of one every sixteen months in the United States. The land area is approximately 3,000,000 square miles, and the population is about 120,000,000. Assuming that ten square feet is approximately the area within which a meteorite can strike and injure a person, we find that human beings occupy about forty-three square miles out of the total area of the United States. Assuming uniform distribution, it would take seventy thousand meteoric falls to put one in the area occupied by human beings.

"At the observed rate, one every sixteen months, this would mean 93,000 years. The observed rate is too small, because there is no doubt that many meteorites are not recovered, and occasionally two or more meteorites of appreciable size are recovered at the same meteoric fall. If the observed rate is multiplied by ten for these reasons, we find that one should expect injury to a human being from a meteorite in the United States about once in 9,300 years.

"For the entire civilized world, there should have been very few instances of injury to human beings since the beginning of history. It is not surprizing that there are no definite authentic records.

"The result that a meteorite can be expected in an area of forty-three square miles about once in 9,300 years, together with the fact that the average meteorite oxidizes rapidly when exposed to the elements, has a bearing on another problem. Meteorites have never been found preserved in terrestrial rocks from the earlier geological periods, and this figure shows that such prehistoric meteorites should be excessively rare."

Coming: Glass Houses

PEOPLE WHO LIVE IN GLASS HOUSES may now throw stones.

At last, impunity is assured them, and the ancient proverb collapses, another victim of the industrial age.

This becomes apparent from the fact that not only are glass houses now perfectly practicable, as we are told by *The Industrial Bulletin* of Arthur D. Little, Inc. (Cambridge, Mass.), but their solidity is such that the stone-throwing occupants may consider themselves quite safe from retaliation. To-day we have solid glass bricks, tiles, and hollow wall-blocks. We read:

"American architects and engineers have recently shown increasing interest in a well-known material, which has appeared in a new form.

"Structural glass, which has been familiar in the form of small sidewalk lights and roof lights, is now available in standard structural shapes: bricks, hollow tile, flat tile, etc. In these forms, glass is being considered for use in the construction of outer and inner walls, partitions, floors, and roof lights in steel and concrete frame buildings.

"Several industrial projects in the United States are reported as being planned with glass walls.

"One of the most notable of these, for a Mid-Western city, will be of continuous beam construction with walls entirely of glass and wide overhanging cornices to eliminate any danger of glare. Panels of glass brick have been used in the tower of a New York City apartment-building.

"In Europe, several extensive projects, including an airplane hangar and a railroad station, have been carried out in structural glass.

"Aside from the fact that glass is now available in structural shapes, the more intensive interest shown by the construction industry may be traced to the increasing importance placed upon lighting by architects and investment builders. The translucence of the glass walls brightens otherwise poorly lighted areas and proportionately increases the usefulness of the building and its appeal to tenants.

"A great glass building should present a striking effect when illuminated from within at night.

"Units have been developed in a variety of shapes and sizes, making glass applicable to many types of construction. Tile

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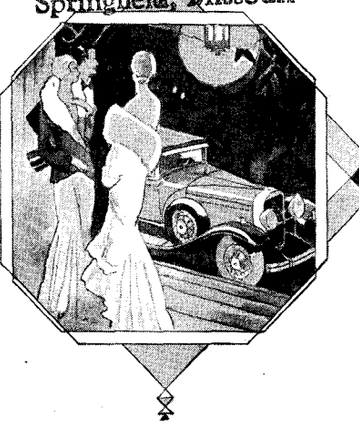


A Service Program which PROVES *the excellence of* CADILLAC-LA SALLE

So generous and clear-cut is Cadillac's service program that it conclusively proves the enduring excellence of Cadillac and La Salle cars.

For a modest sum, the Cadillac or La Salle owner can obtain a Cadillac-La Salle Standard Service Contract, whereby his dealer agrees to keep his car always at maximum operating efficiency for one year or 12,000 miles of driving—whichever shall first occur. This contract covers regular inspections—regular lubrication, with approved materials furnished by the dealer—periodic engine oil changes—any necessary adjustments and repairs—all without further charge for labor, materials or parts.

And the Contract applies everywhere. The owner can get full Contract Service from any Authorized Cadillac-La Salle dealer in the United States or Canada without expense or delay.

The Service Contract is an optional agreement available to every purchaser of a Cadillac or La Salle car. However, if he does not care to handle his service on this basis, the owner still enjoys exceptional protection. Cadillac has a *standard service policy* which applies to *every* new Cadillac and La Salle—including many liberal service provisions and unusual touring benefits.

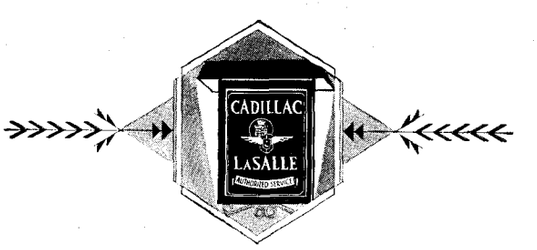
Service terms so generous, so clear-cut as these can mean but one thing: Cadillac and La Salle are so soundly built, and so unfailingly dependable that their performance is uniformly fine.

* * *

Cadillac Motor Car Company, *Detroit, Mich.*

LA SALLE V-8, CADILLAC V-8, V-12 AND V-16

Products of General Motors



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is offered for use in the construction of light section walls, partitions, floors, roof lights and windows; hollow block for hollow walls and partitions; and solid brick for walls of solid glass. Ventilating units are framed in metal. In addition to the more customary forms, glass offers a structural innovation in a vacuum block. Sufficient vacuum is said to be obtained within the block to accomplish some heat and sound insulation and to eliminate condensation problems.

"So far as is known, no American manufacturer is now making structural shapes of glass.

"All of this material is imported from Europe, but is said to be readily available through agents in this country. Clear glass is the standard material, but colors and wired units may be obtained when the quantity warrants."

What Is Your City's Noise Pattern?

IT HAS ONE OF ITS OWN, we are assured by Dr. William B. White, Director of Research of the American Steel and Wire Company.

In a paper read before the Association for the Advancement of Science, and again in an article in the New York *Times*, part of which we quote below, Dr. White asserts that the sounds of great cities are pitched in distinctive keys.

Each has also a bass and a treble, what he calls a "ground tone" and an overlying "noise pattern," both due to the blending of thousands of individual noises. Says Dr. White:

"Every great modern city has an atmosphere, a way of living, a soul, if you choose so to call it, of its own. There is to each of these huge warrens of population a distinct character of its own which, despite external similarities, is as definite, as racy, and as fascinating as the racial characteristics which distinguish an Englishman from an American, or both from a Frenchman.

"Let any one ascend one of the tall tower buildings in the down-town district of New York, as high as, say, the twentieth story. Let him open a window and lean out. Let him then listen carefully to the noises from the street below. After a while he will notice that the crashes, bangs, and clatters begin to blend into a single continuous roar, almost in fact a musical sound.

"Now, if the listener will concentrate carefully, he will become aware of a low bass hum below the main roar. This 'ground tone' is the resultant of innumerable small elements, a differential sound resulting from acoustic interferences, dampings, and wave crossings."

NEXT comes a comparison of the ground tones and noise patterns of different cities, which Dr. White believes to be characteristic. He goes on:

"Our own observations in New York lead one to say that the ground tone is situated at about the same place in the scale of tones as is occupied by the hum of the ordinary sixty-cycle electric current. A musical tone of sixty cycles stands between A and B flat in the low bass. Above this ground tone the main roar floats, an octave higher at least in its general aspect, but colored, so to say, with a multitude of fainter high-frequency sounds.

"New York is a city of high buildings and narrow streets. Marble and other hard stones are much used. The streets are paved mainly with asphalt. The foundation is hard trap rock. The atmosphere is usually clear and often acoustically transparent.

"The populace is nervous and excitable. Automobile drivers are always in a hurry. There is an unnecessary amount of high-pitched feminine screaming, called conversation, as well as horn honking and brake screeching.

"In facts of this kind one must seek the reason for New York's noise pattern.

"Chicago has a different set of conditions. Her people are just as noisy, but they always seem to me to be more light-hearted.

"The Loop is crowded to suffocation. Buildings are tall, but not so tall as in New York.

"The lake acts as a damper. On the other hand, the elevated railroads are far more pervasive. The street-cars are faster, and, therefore, noisier, on the whole.

"I have listened for Chicago's noise pattern and for her ground tone. My belief is that we can place the latter at E flat, about eighty-five cycles, and therefore perceptibly less deep than New York's.

"On the other hand, the noise pattern which floats on the ground tone is distinctly less shrill.

"London is a city of low buildings, wood paving-blocks, moist atmosphere. Its people are not given to displays of excessive excitement.

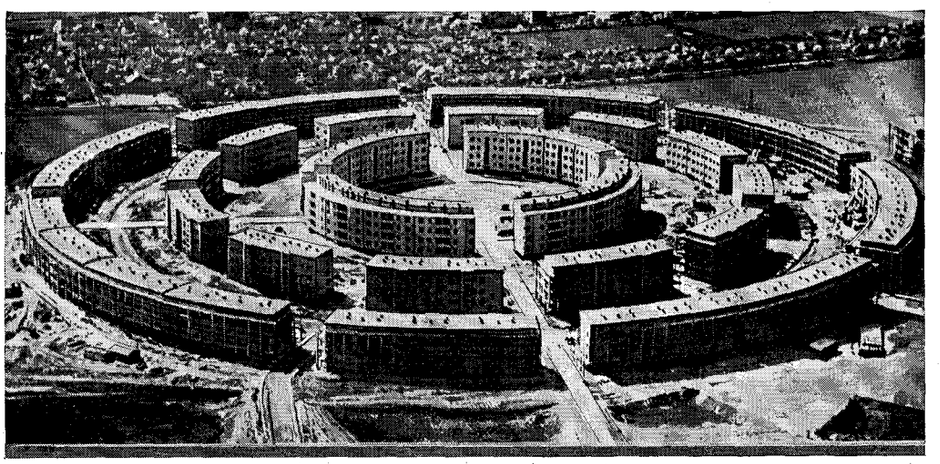
"Listen to the roar of London's traffic, and you will observe a ground tone much lower than any of the others. I place it at thirty-two cycles, lowest C.

"The noise pattern is more steady, and remains a coherent heavy hum, only occasionally punctured by high-frequency sounds, and of a general frequency near one hundred cycles.

"The mere fact that excessive honking of horns is unknown in London, and that the police control traffic quietly, helps again to explain this so different condition.

"Boston is a town of low buildings, and its population remains distinctly quieter than New York's or Chicago's. Its ground tone I should place at forty-two cycles, higher than London's and lower than New York's.

"I do not say that the study of noise patterns and of ground tones as given out by cities is a matter of vast scientific importance, but I can not see why these phenomena should not throw light upon physical and human characteristics. I recommend the suggestion to the practitioners of the social sciences."



Courtesy of *Popular Mechanics* (Chicago)

Could You Find Your Own Front Door After Dark?

More than twenty apartment buildings are contained in this circular housing plan carried out in Leipzig, Germany; the units, in concentric circles, have a street system in common.

Circular Apartment Groups

THAT there is nothing new under the sun is shown by the groups of apartment-houses now being built in concentric circles in Germany.

As seen in the picture, these strikingly resemble in arrangement the circular prehistoric Indian pueblos uncovered by archeologists in New Mexico.

The shape in both cases doubtless results from the same desire—to attain compactness and accessibility. Says *Popular Mechanics* (Chicago):

"Circular housing plans for apartment-buildings are finding favor in Germany. In a suburb of Leipzig an architect has constructed more than a score of apartment-buildings, built in three concentric circles to form one large unit. The buildings are constructed in circular segments, and two common drives run diametrically through the settlement, with tributaries branching to the various buildings."

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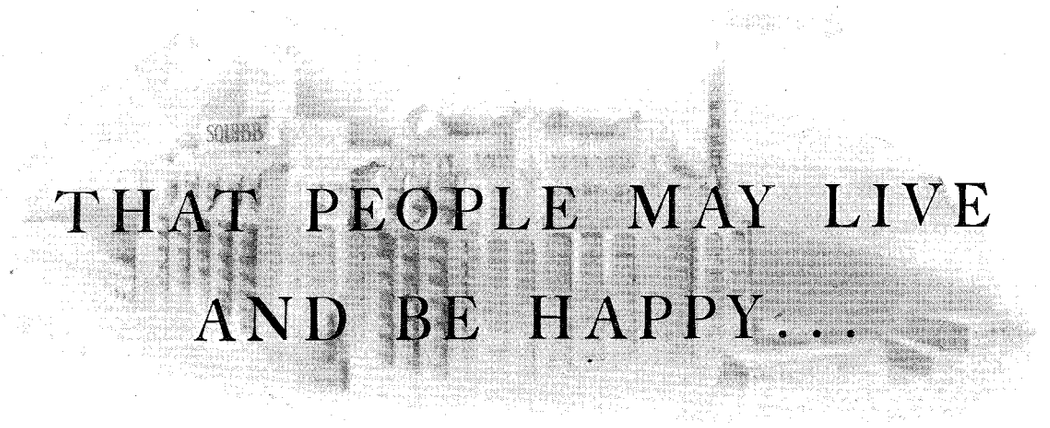

THAT PEOPLE MAY LIVE AND BE HAPPY...

THOSE WHO serve medicine also serve humanity. Theirs can never be an ordinary business. Nor can their success be measured by commercial standards. The conscientious maker of medicinal products must combine the ideals of the scientist with the pride of the artist...forgetting profit, remembering only quality of product.

E. R. SQUIBB & SONS is more a professional institution than a commercial business. Its tools are science, experience and skill. Within its organization are more doctors than engineers, more chemists and pharmacists than business executives. And although it is one of the great businesses of the country, there is no thought of quantity over quality.

Squibb Products are made according to a single standard: the highest that the modern laboratory can attain. And whether it be a complex drug or a simple household remedy, every Squibb Product is tested many times in the making. Squibb quality can always be depended on.

No wonder then that doctors often specify the name Squibb in important prescriptions. Or that pharmacists display the Seal of Squibb over their prescription counters as an evidence of dependability. Or that the greatest surgeons and hospitals look to the Squibb Laboratories for many important professional products which demand unusual care and skill to make. And it is no coincidence that those drug stores which you consider the finest and most trustworthy are always ready to offer you a wide range of products under the Squibb label.

So, when you select products for your home medicine cabinet—products that you will use in sickness and in health, and which may vary in purity according to the manufacturer—remember the name Squibb. The Priceless Ingredient of every product is the honor and integrity of the maker.

SQUIBB HOME NECESSITIES

E. R. Squibb & Sons make every type of medicinal preparation. Listed below are some of the Squibb Products most frequently purchased for the home. It is interesting that in preparing purer products, Squibb has also made products that are more palatable, pleasanter to take. This better taste is simply another evidence of quality and purity.

SQUIBB MILK OF MAGNESIA
SQUIBB LIQUID PETROLATUM
SQUIBB TOILET LANOLIN
SQUIBB VITAVOSE
SQUIBB OLIVE OIL
SQUIBB SHAVING CREAM
SQUIBB BORIC ACID POWDER
SQUIBB DI-PHEN (*the new antiseptic*)
SQUIBB EPSOM SALT
SQUIBB DENTAL CREAM
SQUIBB BICARBONATE OF SODA
SQUIBB NURSERY POWDER
SQUIBB CASTOR OIL
SQUIBB COD-LIVER OIL

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MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

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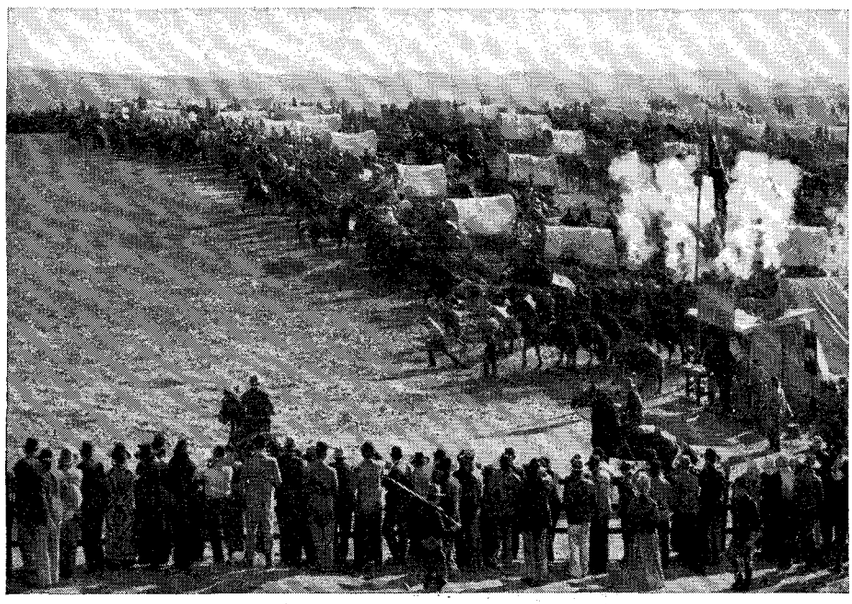
PERSONAL GLIMPSES

Planting Cities With a Two-Gun Editor

LAND-HUNGRY PIONEERS are straining at the leash, their ears cocked for the official fusillade that will start the helter-skelter Oklahoma marathon of twenty thousand home-seekers.

For the day is April 22, 1889, and the stroke of noon is near.

A great moment in the history of human migration is unfolding before our eyes, re-created on the screen from the pages of Edna Ferber's novel, "Cimarron."



All Set for the Scramble for Oklahoma's Acres

We see the motley throng jockeying for position at the starting line. Some are on horseback, others in buggies, wagons, stage coaches, livery hacks, carriages, even an English tally-ho.

Not to mention surreys, sulkies and a wabbly high bicycle!

In fact, every vehicle antecedent to the age of gasoline, piloted by every imaginable frontier type, good and bad, young and old, male and female. And lo! this gallant figure with the eagle face under a dashing white sombrero is our ever optimistic friend, *Yancey Cravat*, the two-gun editor, lawyer and pioneer, protagonist of Miss Ferber's novel and of the photoplay fashioned from it.

In the person of Richard Dix, prancing centaur-like on a fiery horse, we see him as the incurable adventurer, always at the spear-head of civilization, carrying the torch of law and order into the wilderness, fighting the good fight with the printing press backed by a pair of trusty 45s.

NOON brings the signal, and the race is on!

Like a thousand "Ben-Hur" chariot races scrambled into one, with comedy jostling tragedy at every stride, it sweeps lickety-split over miles of plain and hill, through *arroyos* and canyons, with one breathless incident crowding on the heels of another. And, as William Boehnel writes in the New York *Telegram:*

That is the beginning of "Cimarron," the vigorous, brilliant, beautiful moving film that Wesley Ruggles, the director, and Howard Estabrook, the adapter, have made of Edna Ferber's novel of the same name, and which had its première at the Globe Theater.

Those of us who have been wondering when, if ever, the talking pictures would produce a Western worthy of any consideration at all, certainly had occasion to rejoice last night.

For of a certainty "Cimarron" is the best of all the Western talkies.

It is more than that.

It is one of the talking screen's outstanding achievements, and I am willing to wager now that when the year rolls by and it comes time for the film critics to pick their list of the ten best pictures, "Cimarron" will be well up toward the top.

Wesley Ruggles has caught the full sweep, the full drama of that mad rush of those thousands of men and women, with something bordering on brilliance.

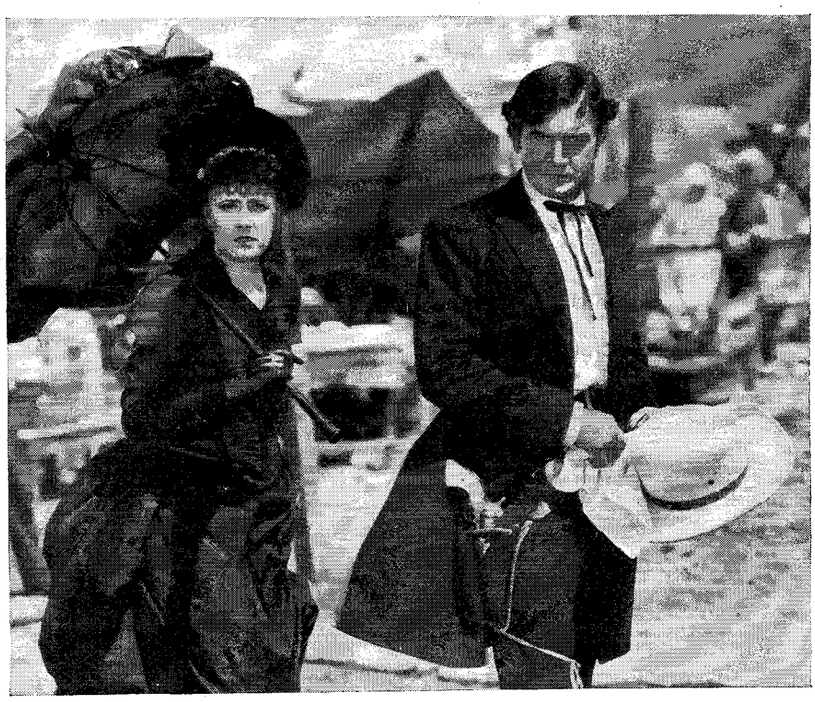
Never before have I seen anything like it in the talking pictures.

And later, when *Yancey Cravat* and his wife and young son settle down in the city of Osage—which was built in a day—and he starts his little one sheet weekly newspaper, *The Oklahoma Wigwam*, to the very end there is practically no let-down in the pace and excellence with which the story is told.

BEHOLD our two-gun editor strutting down Main Street with his wife—a brand-new Main Street, still echoing with hammers driving nails into shingles. The white sombrero is cocked at a free and unterrified angle, symbolizing the power of the press and the delight of *Yancey Cravat* to be present at the birth-throes of a city.

Filled with empire-building enthusiasm, he is planning the first issue of his paper, which will launch a campaign to drive that murderous ruffian, *Lon Yountis*, out of town.

Ping! The white sombrero goes sailing into the dust. When the disgusted editor picks it up, the audience can see that its whiteness is marred by the print of a bullet. And if ever we saw



Now, Who Shot That Hole in the Editor's Hat?

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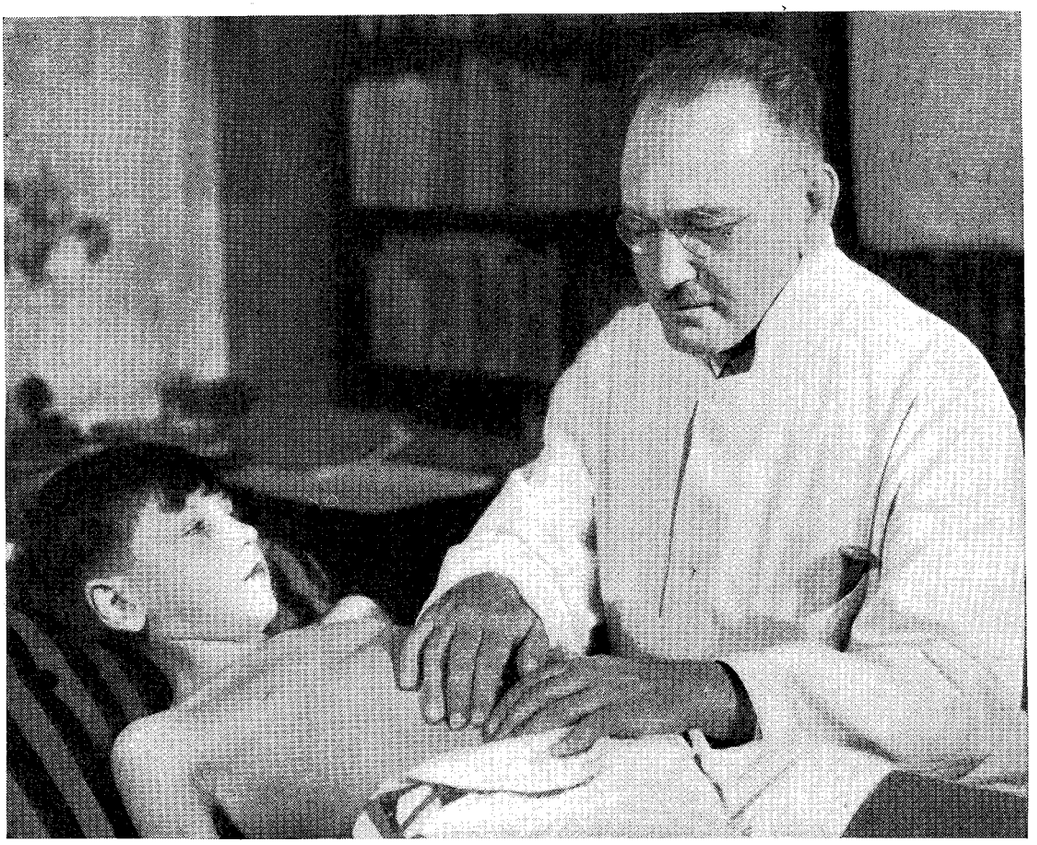


DR. GRUENFELD
Medizinalrat Dr. Karl Gruenfeld is Primarius (clinic head) in Vienna's great Mariahilfer Hospital. He is popular in Austria for saving the life of the great-grandson of Emperor Francis Joseph.

"The effect of Yeast on *Sluggish Intestines* is remarkable..."

declares DR. GRUENFELD, the noted Austrian Clinic Head

IF you are troubled with that unpleasant trouble, sluggish elimination, stop to consider the great physician's statement quoted above.

A sluggish condition of the intestines demands serious attention, you know. For it lies at the source, physicians say, of many of our commonest ills. So read carefully what this famous Vienna authority, Dr. Karl Gruenfeld, says about it:

"Constipation," he states, "is a stasis (stagnation) in certain parts of the intestines . . . It afflicts more than half the human race—women especially.

"This condition is readily overcome by eating fresh yeast . . . Yeast is not a medicine but a food . . . It has a remarkable effect on the activity of the intestines, toning up the muscles of the whole digestive tract. It checks putrefaction . . . It corrects constipation in a gentle, gradual, permanent way."

Isn't that authoritative medical opinion worth acting upon? Think what it means . . . no more constant "dosing," no more enslavement to violent cathartics and habit-forming laxative pills!

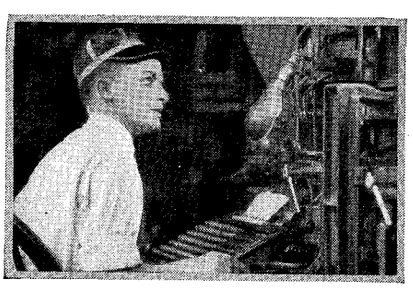
Try eating Fleischmann's Yeast—for 60 days. Note the improvement in your digestion, in your color, in your energy for work and play. Note your greater freedom from headaches, colds, and other minor ills.

Start now! You can get Fleischmann's Yeast at grocers', restaurants, soda fountains. Each cake is rich in vitamins B, G and D. Send for booklet. Standard Brands Inc., 691 Washington St., New York City.

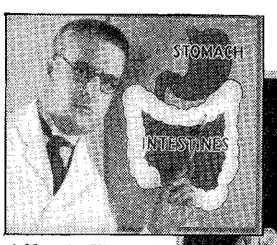
MEDICAL LEADERS URGE YEAST

DR. FRIEDRICH KRAUS, President of the German Medical Society and one of Europe's greatest medical teachers, says, "Yeast stimulates the intestines to normal action." DR. ALESSANDRINI, Italy's great intestinal specialist, and head of the hospitals of Rome, declares: "Yeast keeps intestines clean."

© 1931, Standard Brands Incorporated



(LEFT) "I was badly rundown," *writes* Edward J. Devaney, *linotyper, Newport, Ky.* "My stomach was upset, too, due to constipation. Eating Fleischmann's Yeast entirely overcame the constipation and stomach trouble."



(*Above*) Harmful poisons spread from here! Eating fresh yeast keeps intestines *clean*.

(LEFT) To correct internal sluggishness, eat three cakes of Fleischmann's Yeast every day—before meals, or between meals and at bedtime—plain or in a third of a glass of water (cold or hot), or any way you like.

Fleischmann's Yeast is fresh yeast—the only kind that benefits you fully. Eat 3 cakes a day!

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Now you can locate that "Local Dealer"

THE NEXT TIME an advertisement tells you to go to your "local dealer," try this way of finding him.

Look up the advertised product in the Where to Buy It Classified Telephone Directory.

If it is indexed there (many products and services now are), with it will be the names, addresses and telephone numbers of authorized "local dealers." From them you can choose the one best located to serve you.

Let your Classified Directory assist you with the daily buying for your household. It knows where dealers are who can serve you most conveniently. It tells you where to find any needed service—for instance a hairdresser, taxi company, cleaner or dyer. The Classified Directory is a guide that is always courteous—always willing to spend as much time helping you as you need. Use it freely.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

a villainous face in our lives, it is that of *Lon Yountis*, leering in a group of loafers outside the saloon, a revolver in his furtive hand.

AND then a bit of comedy. The gently nurtured *Sabra Cravat*, in her flounces and bustle and black kid gloves, marches indignantly across the street before her husband can stop her and gives the bad men of Osage such a tongue-lashing that they turn tail and slink away in confusion.

Such incidents as these, we gather, are presented on the screen with a realism and humor which seem to bring the Southwest frontier to our doors.

And then, as Mordaunt Hall tells us in the New York *Times*:

Cravat is asked to read the church services. There is no place of worship, so the biggest building in the community is sought.

It is a gambling hall, with grotesque pictures on the wall.

Lon Yountis, who is responsible for the death of the first editor who came to the Territory, is at the service, and *Cravat* seizes that occasion to denounce the murderer.

Quick as a flash the repellent *Yountis* pulls the trigger of his pistol, but, like Wild Bill Hickok's victims, he is not quick enough, for *Cravat* ducks behind the table and then sends a bullet through *Yountis's* heart.

Cravat has other encounters, where it appears almost as tho he alone fights a whole band of desperadoes. And when he kills *The Kid*, who had been his companion on other jaunts, he regrets that he had to do it.

The changes in the scenes as the community grows are done with a great deal of artistry. The place that was nothing but a scene with people erecting shacks finally becomes a hustling modern town.

OF the two-gun editor's character we are told by Richard Watts, Jr., in the New York *Herald Tribune:*

He was the dashing, gallant, incorrigible romantic who must always be moving on; who was amazed to find that he actually had lived in one place five years

Idealist, fighter for unpopular causes, courageous editor, shrewd lawyer and faithful lover of his wife, his chief passion was for new and open spaces.

As soon as a section of the country showed signs of growing into what is roughly described as civilization, he lost interest in it and had to be off to some place else, even tho he must desert his home and his nominal interests. It might be Oklahoma, or a newly opened part of the Indian Territory, or the Spanish-American War, but he was always being lured by the cry of the place just a little bit further away.

It is the combination of this character and the pictorial sweep of the narrative that provides the virtues of the photoplay. For all the fine, shrewd and detailed skill of the production, Wesley Ruggles deserves enormous credit. Equal credit, tho, goes to Richard Dix, the star, for the skill with which he brings to life the vagrant romantic who was always disappearing toward new horizons.

Miss Irene Dunne is excellent as the misunderstanding, but understandably, puzzled wife, and there is a particularly good portrayal of a sympathetic lady of the Oklahoma streets contributed by Miss Estelle Taylor.

Pole-Sitting with a Purpose

"SHIPWRECK" KELLY, who put flagpole-sitting on top of the world, and himself on top of the flagpole, has a spiritual brother in faraway Japan—Kiyoshi Tanabe, or, as Beverly Smith puts it in his New York *Herald Tribune* column, "Shipwreck" Kiyoshi.

Indeed, the Japanese flagpole-sitter goes his American confrère one better, for, as Mr. Smith tells us, altho "'Shipwreck' Kelly is the undisputed pole-sitting and pole-standing champion of the world," he has "never put his art to any really practical use."

It was Kiyoshi who accomplished this, and with the help of no less a personage than the "Son of Heaven" himself, the Mikado.

Kiyoshi, we read, was clever enough to employ flagpole-sitting as a means of ending a labor dispute. The story was told originally by Newton Edgers in the New York *Sun*, and has been confirmed to Mr. Smith by a business man just returned from Tokyo. Thus:

Early in the morning of November 16, Kiyoshi crept to the top of the 130-foot concrete smokestack of the Fiji Spinning Company. When the officials arrived and ordered him to come down, he shouted defiance of the management, and announced that he would not descend until workers who had been laid off were taken back at full pay.

The management summoned the police, but when they tried to take Kiyoshi down by force, he threatened to jump off the chimney. Since there is no Japanese law against sitting on high places, the police desisted. Pleadings of relatives and friends also failed to budge Kiyoshi.

By the second day a great multitude had gathered, and itinerant food sellers did a thriving business in the Japanese equivalent of hot dogs and orange drink. Kiyoshi lowered a basket on a string and demanded that it be filled with food. Otherwise, he said, he would jump off. He got the food.

The weather was cold, windy, and rainy, but Kiyoshi held on. The management stoked the furnaces below with soft coal, and Kiyoshi was enveloped constantly with choking, blinding smoke. But still he held on.

By noon of December 1, Kiyoshi closely resembled a smoked herring, and his strength was almost spent. "Let him eat smoke," said the management.

And then luck, the Emperor, and tradition intervened.

It so happened that the sublime Emperor, who had been reviewing the maneuvers that day, had to pass the factory. By iron-bound tradition it is forbidden for any one to stand on a high place when the Emperor passes.

The management, fearing that the disgrace would involve their entire business, granted all Kiyoshi's demands. He was taken down more dead than alive. That's Pole-Sitting with a Purpose.

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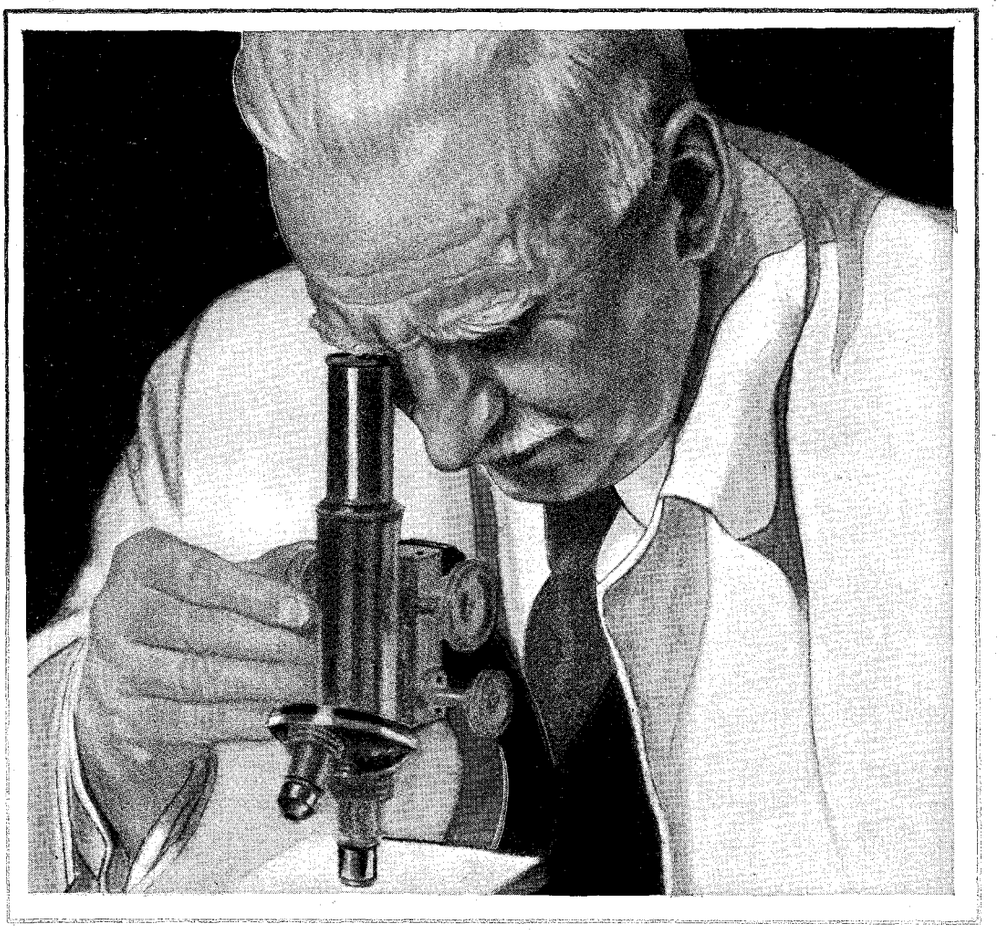
ESTABLISHED by Scientists in 54 Universities



"The Quality of Lubricating Oil depends on the Manufacturing Process, not the Crude Oil used."

Motor Oil is Made—Not Found

WHAT does "manufacturing process" mean?

In making Mobiloil, it means analyzing 3,000 automotive engines each year. It means examining crude oils from every important oil field. It means distillation by the famous Vacuum Process. It means hundreds of important tests to insure Mobiloil quality in every drop of Mobiloil. It means sixteen other important manufacturing steps.

In your engine, this means lubrication stamina! At sustained high driving speeds, Mobiloil shows amazing stamina. It stands up. It fights down wear. It keeps your engine young.

Mobiloil is more generally approved by car manufacturers than any other oil. It is the first choice of automotive engineers for use in their own cars.

Make it your first choice—always!

Mobiloil stands up

. . . the Amazing Stamina of Mobiloil in your engine is put there by the Vacuum Process applied to the world's finest crude oils. Mobiloil is toughened and tested to fight heat and wear

VACUUM OIL COMPANY

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Too Much Acid

dulls appetite; causes pain after eating

Rich foods — strong coffee — heavy cigars. Then the pain after pleasure. A sour stomach; indigestion! Many people who suffer from this kind of trouble have not learned its one common cause.

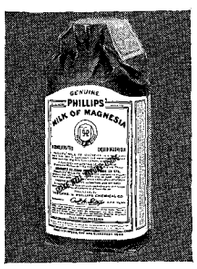
Usually it's the fault of an over-acid condition.

Meats, fish and pastry can easily cause an over-acid condition. The alkaline balance of the stomach—so essential to proper digestion — is disturbed. Foods won't digest. *They can't.* Nothing tastes right. One cigar and you're as logy as if you had smoked ten. Things you eat sour in the stomach, causing gas, heartburn, nausea. Your head aches and you may become bilious, constipated, half-sick.

All danger signals! Warnings that you need an anti-acid quickly. Heed Nature's warnings. Meet the need at once with Phillips' Milk of Magnesia.

One creamy, pleasant-tasting spoonful neutralizes many times its volume in excess acid. But take it for several days, until your stomach and bowels are sweetened. Until appetite returns and every sign of an over-acid condition has disappeared.

Doctors endorse Phillips' Milk of Magnesia. The genuine prescriptional product is never sold in tablet form; only in bottles marked *Phillips'* for your protection.



PHILLIPS'
Milk of Magnesia

Some of Fate's Strange Pranks

A WIDOW was injured as she was arranging flowers on her husband's grave. A tombstone fell upon her.

A derby hat cut off its wearer's ear.

A child in North Carolina broke her neck eating an onion.

In Rhode Island a man suffered a similar accident when he jumped head first into bed.

A Californian was shot in the forehead by a lawn-mower, when that implement "picked up a lost cartridge and set it off."

It all sounds unbelievable, but it's true, according to a writer in *The American Weekly*. Records of accidents "now collected all over the world by government departments, insurance companies, and accident-prevention agencies go a long way to prove that anything is possible." In proof, we are invited to scan this list of unusual mishaps:

One man recently received insurance for broken ribs received when he was hugged by his best girl.

Another swain holding a young lady on his lap had his leg go to sleep. When he arose the affected member crumpled under him, he bumped himself severely, and the insurance company paid the damage.

Another policy-holder was compensated for falling over a cow asleep on a pathway at night.

Still a fourth bumped his nose on the bedpost, blood-poisoning set in, he died and his family was paid the death benefit for an accidental death.

In England, a motor-cyclist riding along the road at night collided with an elephant. In two similar instances in the United States cyclists collided with deer.

A milk-wagon driver in Evanston, Illinois, stopt at a gasoline station to fill up the tank of his truck. Ashes from his cigaret ignited the tails of his white coat which happened to have been wetted with gasoline. The frightened driver tore off the garment and threw it from him. It lit on the tail of a horse standing near by. The horse switched his tail, and tossed the burning coat into a pile of hay. A near-by barn, the milk truck, four automobile trucks, and two wagons were burned.

In Exeter, England, cough-drops in a policeman's pocket exploded, set fire to his clothes, and called out the local fire department. What happened, chemical experts later concluded, was that chlorate of potassium in the cough-drops had ignited by friction with the harsh wool of the policeman's uniform. According to the State fire marshal of South Dakota, a young man of that State had a similar accident with the same chemical used to eradicate weeds. A solution of potassium chlorate dried on the young man's overalls. On the way home from work the friction of walking set the overalls on fire, and the young man was seriously burned.

More ironic than unusual was the experience of the Canadian youngster whom doctors discovered to be sick apparently because he had swallowed some irritating foreign body. X-rays disclosed a lump of metal, and a surgical operation removed it. It was discovered to be a safety-first badge.

Superstition was flouted, also, by James Murray of New Rochelle, New York, who was hit by a "lucky horseshoe." It fell from its place over a door just as Murray was entering.

Marinetti's Macaroni War

"DOWN with macaroni!" cried Marinetti, the fiery "father of futurism"; and Naples, roused to "mild revolt," rose as one man in defense of its favorite dish.

But Marinetti is not to be downed so easily.

He has returned to the attack, shouting "Down with *macaroni!*" as lustily as ever.

He is charging to Italy's supposedly national dish any defects which he finds in the Italian character, we learn from a Rome dispatch from Arnaldo Cortesi to the New York *Times*.

Are Italians, sometimes, like the rest of us, pessimistic, lazy, procrastinating? It all results, according to Marinetti, "from the excessive quantities of macaroni Italians, especially Neapolitans and Southern Italians, consume daily. He would prohibit it and replace it by futurist food, of which he gives some recipes."

Recipes for such tantalizing dishes as Alaska salmon à la sunbeam with Mars sauce, woodcock à la Monte Rosa with Venus sauce, carneplastico, and Equator and North Pole!

And listen to this:

Englishmen, says Marinetti, may perhaps derive great benefit from kippered herrings, roast beef, and puddings; the Dutch from meat cooked with cheese, and Germans from sauerkraut and sausages, but Italians derive no benefit from macaroni.

Macaroni, for instance, contrasts with the vivacious spirit and passionately generous and intuitive souls of Neapolitans.

Neapolitans are brave warriors, inspired artists, eloquent orators, subtle lawyers, and hardy farmers despite the voluminous dishes of macaroni they daily consume.

By eating macaroni they develop that typical ironical sentimental skepticism which often destroys their enthusiasm.

ELEVEN factors "are required to compose a perfect meal," according to this gastronomic reformer. Two of them are:

Rapid presentation between dishes under the noses and eyes of guests of a great variety of foods, some of which will be eaten later, while some will not, in order to excite curiosity, surprize, and imagination.

The creation of special mouthfuls containing a great variety of flavors which will be enjoyed in a few instances. These mouthfuls have in the futurist kitchen the same functions as images in literature.

Here is the recipe for a dish intended to be a synthetic representation of Italian landscapes.

It is composed of a large cylinder of minced veal stuffed with eleven varieties of cooked vegetables. The cylinder is placed vertically in the center of the dish and crowned with honey, its base resting on a ring of sausages supported by three golden balls of chicken meat.

Another is a dish named Equator and North Pole. It is composed of an equatorial sea of raw eggs with salt, pepper, and lemon. In the center there emerges a cone of beaten whites of eggs filled with circular pieces of orange representing the sun.

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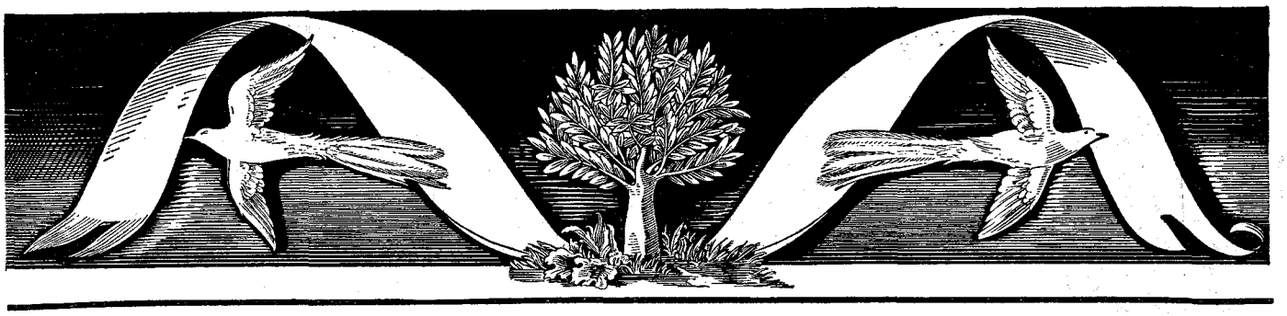

ADVERTISING

POWER, MAGIC, WIZARDRY, ENCHANTMENT—to the amateur no word seems strong enough to describe the undeniable accomplishments of advertising. But from a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact the making of successful advertising is a difficult business, requiring both skill and experience.

• It is true that advertising will speed up sales and secure a larger volume in a shorter time for a manufacturer with foresight, courage and financial resources to carry definite business policies to completion.

• But no amount of advertising will sell a product that cannot be sold without advertising.

• It is certain that advertising can and does create valuable good-will for a brand or a trade-mark. Witness the actual money value of any well-advertised name.

• But it is equally certain that back of that name, there must be honesty, fair dealing, and full value for the price asked. Advertising an unworthy product simply means that a larger number of people will presently discover its disadvantages.

• Advertising pays its way, often many times over. It permits lower prices through increased volume. It can reduce selling costs. It can lessen the time in which a product moves from factory to consumer.

• But advertising that does not consider the problems of the jobber, the retailer and the salesman often loses more than it gains. Advertising must contain the principles of sound merchandising to be successful.

• Advertising points out the merits of a product and impresses the buyer with its desirability.

• But advertising cannot create a single point of superiority in a product, nor add a single virtue to its manufacturer.

• Advertising is accepted as a necessary part of modern business promotion. It has won a place for itself in virtually every industry. Rightly directed and prepared, advertising has proved that it can return a profit to the advertiser. But advertising always should be considered as a business enterprise, and not as a magic formula for unearned success. N. W. Ayer & Son, Inc., Advertising Headquarters, Philadelphia New York • Boston • Chicago • San Francisco • Detroit • London.

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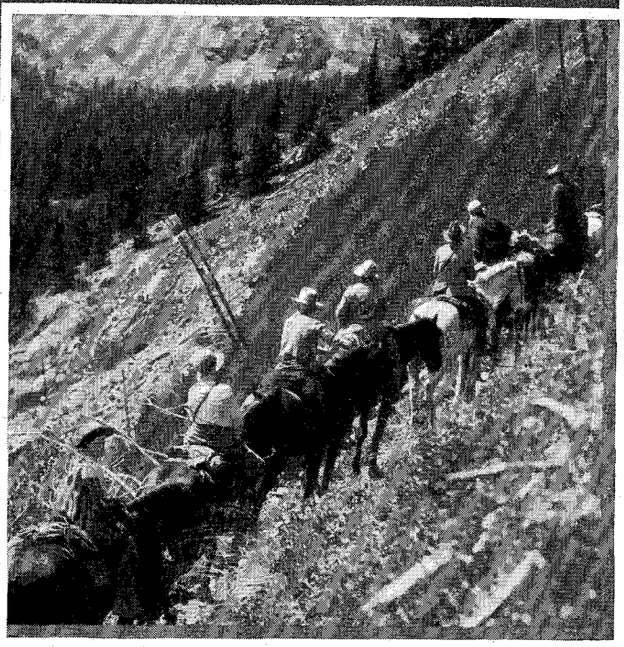
COLORFUL COLORADO

They Came for GOLD and Thrills— They Stayed and Prospered on Sunshine & Vitamins

They're living yet—grizzled old prospectors and adventurers and business men and homesteaders who were first thrilled by Colorado in the Indian days. They came to find fortunes and better homes—and found them, as people still find them today, in "Opportunity's Playground," the land of Sunshine and Vitamins.

THE KEY STATE OF THE NEW WEST



Ascending Comanche Valley, in the Sangre de Christo Mountains

TO learn the secret of sunshine and vitamins, you have only to taste the Colorado fruits and vegetables so eagerly sought in distant markets. But to learn why "Colorado offers you more in terms of real living than any other place in the world" you should spend a low-cost vacation in Colorado and keep your opportunity-eye open. Enjoy nature's greatest splendor—at any time of the year—while you learn how such splendor can fit into your every-day life.

That vacation will do you more good than any you've ever had. Every outdoor sport, matchless scenic splendor on every side, easy routes to all sections, excellent accommodations to fit your taste and purse are awaiting your pleasure. Take your next vacation in Colorado.

Fall River Road in Rocky Mountain National Park

Colorado Vegetables are Extra Large, Extra Tender, Extra Delicious

Fancy Purebred Livestock Thrives

THE COLORADO ASSOCIATION

674 Kit Carson Building, Denver, Colorado

Send me the free book, "COLORFUL COLORADO: Opportunity's Playground," illustrated with natural-color photographs.

Name_____

Address_____

Pennsy's Bitter Dose and Reducing Diet for Stadium Fever

WILL it kill or cure?

Will it prove a salutary tonic, or will it deplete the patient's strength too drastically?

Many doctors have prescribed for the suffering patient, college football. Some, as we pointed out in a previous article, would operate. Others would use a diet. Still others would let blood. But, altogether, suggestions have been more plentiful than action.

Pennsylvania, however, is going to do something definite.

A cure for the university's ailing athletics (Penn has had a bad football season, and Coach Wray is out) has been determined on and put into operation by the banker President, Thomas S. Gates, a former Morgan partner.

President Gates's statement, announcing the cure, is too long to quote, but we can hit some of the high spots. Highly paid coaches, special training tables, special rest-trips for players, night games, spring and preseason practise, and the subsidizing and proselyting of athletes are to be things of the past. Football is to be just another college activity, and coaches just so many faculty members—no more.

The University is to have a Department of Physical Education, headed by Dr. E. LeRoy Mercer, now director of athletics at Swarthmore, who will control competitive sports.

TURNING aside from the main path a moment, we read in the New York *Herald Tribune* that Dr. Mercer, a Penn alumnus, "was on the varsity football team of 1910, 1911, and 1912, and in 1910 and 1912 was picked for Walter Camp's all-America team. Besides being football captain in 1911 and 1912, he was captain of the track team in 1913. He was I. C. A. A. A. A. broad-jump champion in 1912 and 1913, and a member of the American Olympic team at Stockholm in 1912."

Returning to President Gates's statement, we find this digest of it by Ed Pollock in the Philadelphia *Public Ledger:*

In a complete reconstruction of athletic administration, Dr. Mercer will be given the faculty rank of dean, with authority to control and supervise physical education, student health, and intercollegiate sports.

Coaches of all teams likewise will be given faculty standing and salaries comparable to faculty compensation.

Dr. Mercer will have under him three divisional directors, one of whom will be an assistant dean and director of intercollegiate sports.

The other two titles will be Director of Physical Education and Director of Student Health.

This plan, long awaited by alumni and students, is the result of a survey of sports administration at colleges and universities throughout the country made by Gordon A. Hardwick, a prominent alumnus, and Dr. Michail Dorizas, faculty member.

The new athletic plan makes vital

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* One of those interviewed in our recent survey amongst America's 2,000,000 Spud smokers.

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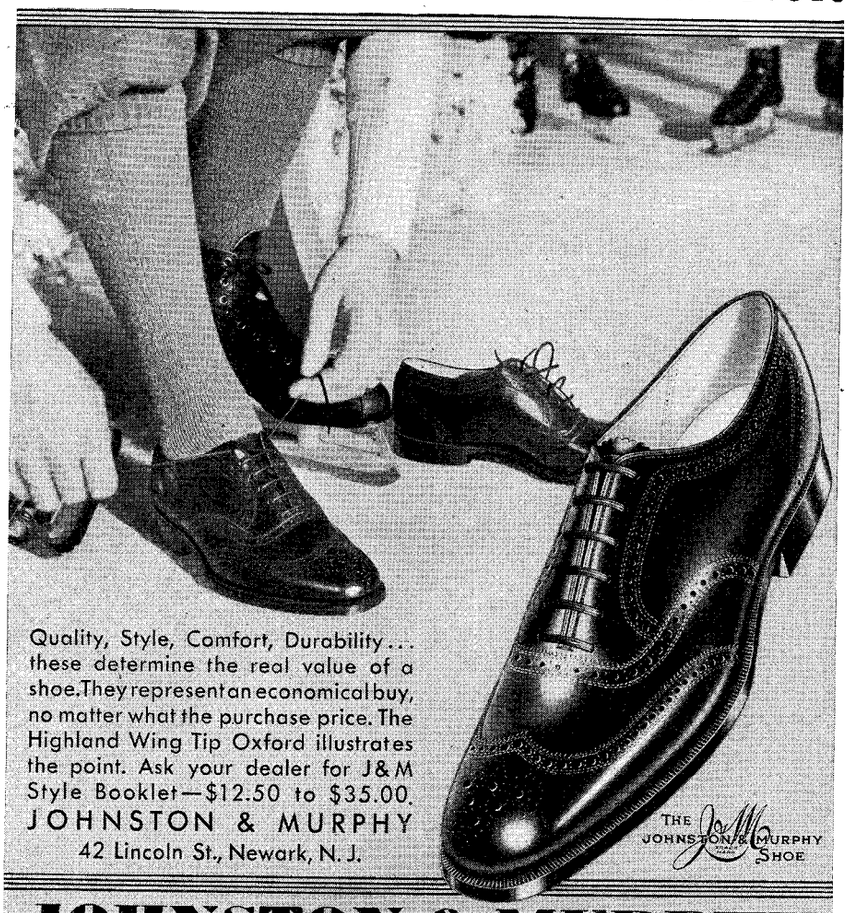
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Culture, Dr. Shaw shows us, is a state of mind like happiness, not the physical possession of something like real estate. It is largely the ability to admire wisely; knowledge for the sake of its enjoyment and human value; private entertainment for the mind; and the art of knowing exactly what to do with oneself when one is physically alone or psychologically solitary in the crowd.

Then this genial philosopher tells how readily you can put true culture into your life. For, since culture is not merely erudition or etiquette, the cultured person is not merely the scholar at the university or the gentleman in the drawing room. Each of us already has within him the taste for culture. We must simply take the emotional reactions common to all and strengthen them through use—as we would an underdeveloped muscle.

With Dr. Shaw's help you look at life with new eyes and in a new spirit. By learning how to heighten, strengthen, and make your reactions more discerning and discriminating, you can make culture a fascinating new sky-line above the street of your common occupation!

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By CHARLES GRAY SHAW

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EMILY POST says: "Dr. Shaw has marvellously succeeded in clarifying the true meaning of culture. To many this book will open an hitherto locked door."

changes in the present management of sports, abolishing the Council on Athletics, and giving complete control to Dr. Mercer, who is responsible only to Mr. Gates and the trustees.

In place of the Council on Athletics, the governing sports body in the past, an advisory board on athletics will be created.

This group will be composed of faculty members, alumni, and students, and will function in a purely advisory capacity.

Other sweeping changes include the abolition of the training-house, as such, and the training-table for athletes, and the prohibition of spring and preseason football practise.

The statement includes several measures aimed to correct and control the football situation.

Night games have been barred, the gridiron schedule will be limited to a "reasonable number" of contests, and there will be no protracted "rest" trips to suburbs or resorts prior to important engagements.

The subsidizing and proselyting of athletes Gates seeks to abolish by discouraging the practise of alumni using "undue persuasion" in their efforts to solicit prospective stars, and by considering the case of athletes needing financial aid in the same general classification of all needy students, without partiality because of athletic superiority.

In other words, athletics at the Philadelphia institution are about to be deemphasized with a vengeance. The Pennsylvania action, says Lawrence Perry in a Consolidated Press Association dispatch, "is the most astounding blow at intercollegiate athletics that has ever been made by a university important in the athletic world." Then he says of the banker-president's plan:

It is a banker's dream and athletic Utopia.

Mr. Gates with a turn of his hand has devised a plan which most surely will relegate Pennsylvania into the minor sports class. Her football teams, coached by comparatively low-priced coaches, with players developed out of intramural sports, will be unable to compete on even terms with opponents in the major class.

Baseball, basket-ball, all sports, in fact, will suffer. There will be absolute sanity in everything related to intercollegiate sports.

What will this mean in terms of intercollegiate sports?

How influential will this radical move by the recent Morgan banker be?

Already several colleges have utterly abandoned football and so, in a minor way, this Pennsylvania action may be regarded as in line with a trend.

At the same time, it is not to be expected that any great rush will follow in Pennsylvania's train; but for most important institutions such as Yale, Harvard, and Princeton, as well as for colleges of the various conferences throughout the country, much of the emphasis that Pennsylvania has placed on athletics does not exist, and has not existed for years.

Also in limiting salaries of coaches, the Big Three and other universities have preceded Pennsylvania in the step she has now taken. Just the same, this action of Pennsylvania, than which no college was more whole-heartedly committed to sports, is surely going to start something, and you'll hear things popping all over the country as a consequence.

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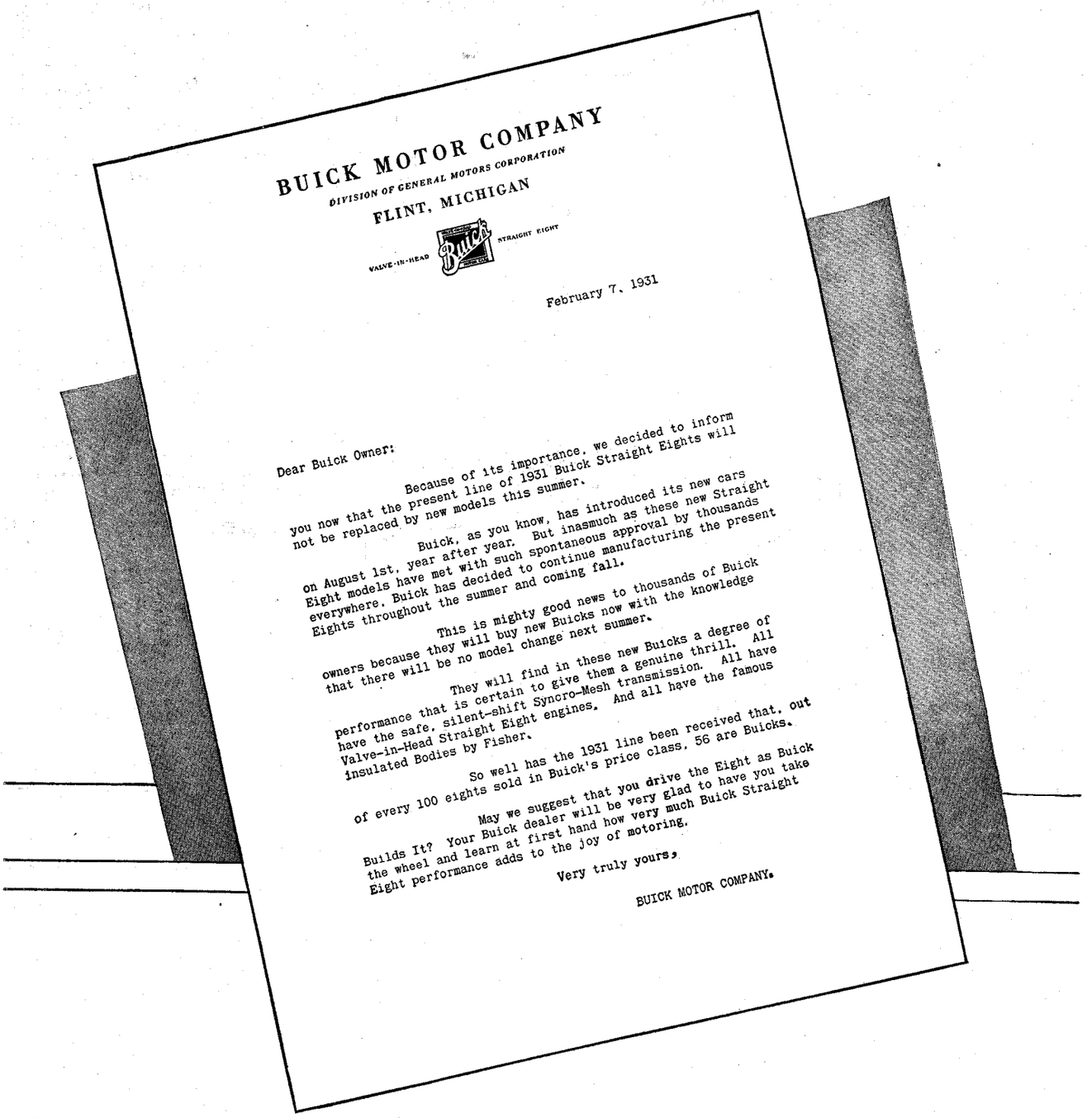
an Open letter *to Buick owners*



BUICK MOTOR COMPANY
DIVISION OF GENERAL MOTORS CORPORATION
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VALVE-IN-HEAD STRAIGHT EIGHT

February 7, 1931

Dear Buick Owner:

Because of its importance, we decided to inform you now that the present line of 1931 Buick Straight Eights will not be replaced by new models this summer.

Buick, as you know, has introduced its new cars on August 1st, year after year. But inasmuch as these new Straight Eight models have met with such spontaneous approval by thousands everywhere, Buick has decided to continue manufacturing the present Eights throughout the summer and coming fall.

This is mighty good news to thousands of Buick owners because they will buy new Buicks now with the knowledge that there will be no model change next summer.

They will find in these new Buicks a degree of performance that is certain to give them a genuine thrill. All have the safe, silent-shift Syncro-Mesh transmission. All have Valve-in-Head Straight Eight engines. And all have the famous insulated Bodies by Fisher.

So well has the 1931 line been received that, out of every 100 eights sold in Buick's price class, 56 are Buicks.

May we suggest that you drive the Eight as Buick Builds It? Your Buick dealer will be very glad to have you take the wheel and learn at first hand how very much Buick Straight Eight performance adds to the joy of motoring.

Very truly yours,

BUICK MOTOR COMPANY.

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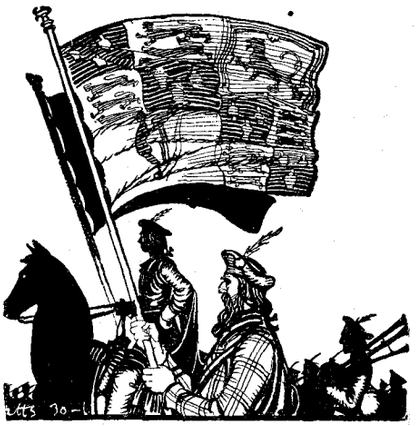

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Glasgow is the front door to Europe. Turn the key and go right in.

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The "Literary Digest" Baby

WE seldom play Cupid, but when we do, we make a lasting job of it, as the following "now-it-can-be-told" story of THE LITERARY DIGEST baby, with his sunny disposition, his sense of humor, and his love for reading and sports, will show.

If our readers will go to their files, they will find in THE DIGEST for January 10, 1920, a letter to us telling the story of a young soldier in the World War who found a girl's name and address on a copy of this

He's Well Posted

Master Brenton Van Court, the "Literary Digest" Baby.

magazine sent to a training camp. It so happened that this young man regarded THE DIGEST as his favorite magazine, and he wrote to her, thanking her for sending it.

A correspondence developed, which led later to an exchange of letters by the young man and a friend of the girl's sister. And this exchange of letters, it turns out, led to a very happy marriage.

All names were suppressed in the article of a decade ago.

But recently we received a letter from Carroll Van Court of Los Angeles—proof-reader on *The Times* of that city, and an instructor at the Los Angeles Athletic Club.

Mr. and Mrs. Van Court were the couple to whom we played Cupid. Now their little son, Brenton Van Court, is nearly nine, and going to school. Of him the proud father writes:

He has a sunny disposition, is tall for his age, has a real sense of humor and justice; he likes athletics, comic and grand opera, good books, magazines that he can read, and some that he can't. He has been to several grand operas (his favorite five are "Lohengrin," "Faust," "Hansel and Gretel," "Mignon," and "Pagliacci"); his favorite books are "Tom Sawyer," "Robinson Crusoe," "King Arthur," "Pilgrim's Progress," "Treasure Island," "Gulliver's Travels," Poe's "Pit and the Pendulum," and the stories of the operas, and Hawthorne's "Wonder Book," and "Tanglewood Tales."

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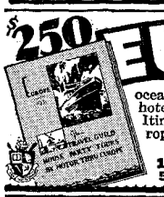

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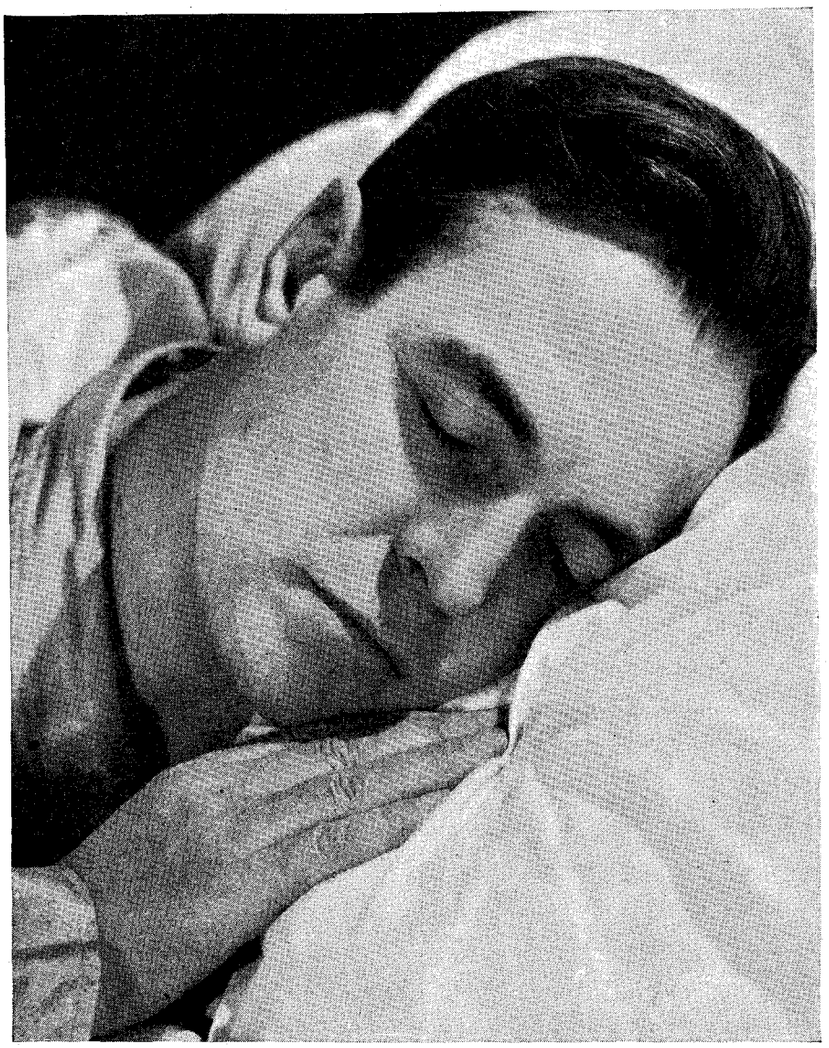
The Kind That Gives You ALL-DAY ENERGY



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The Way 20,000 Doctors Advise

DID you get "a good night's sleep" last night? Did you get to sleep quickly, sleep soundly and wake up teeming with life and energy?

If you did not—you will want to try this new way to insure sound, *natural* sleep. A way that comes from Switzerland, that is now used in 54 countries throughout the world, and that over 20,000 doctors are advising.

It is as free of drugs as the milk you drink or the bread you eat. And brings the benefits that go with sound, natural sleep—sleep *as soon as* you go to bed, *sound sleep* for eight restful hours, and energy that lasts from daylight to dark. And it does far more than simply induce sleep. It actually *rebuilds your wasted tissues* while you sleep!

Does Three Things

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Second, it aids digestion, since it contains in high proportion a remarkable food property known as diastase, which is a natural food substance with the power to digest the starch content of other foods in your stomach, and thus lifts a great burden from your digestive organs.

Third, it rebuilds worn-out nerve cells. Because it contains in concentrated form a nerve restorative called "lecithin" which is taken from eggs. And this rebuilds nerve tissues as you sleep.

During the World War, Ovaltine was used by the Red Cross as a standard ration for invalid, nerve-shattered soldiers.

Try It Tonight

Just try Ovaltine tonight. Note how quickly you go to sleep. See how differently you feel tomorrow. A few weeks' use of Ovaltine will make an amazing difference. Your whole appearance will *show* the result of this restful sleep and new vitality.

Take Ovaltine not only for sleeplessness, but whenever you feel nervous or run-down.

Thousands of people, on doctors' advice, also take it as a stomach "conditioner." So whenever you begin to "feel" your stomach, just take 4 teaspoonfuls of Ovaltine in a half glass of warm milk with your meal. You will be surprised at the way it helps your stomach and rests your stomach.

For Ovaltine, when taken with a meal, will digest the major portion of all the starch content of other foods you have eaten. In this way Ovaltine not only relieves distress but *actually helps* the cause of the trouble.

Also this is one of the reasons why Ovaltine helps to put you to sleep at night, for digestive unrest is one of the main causes of sleeplessness.

Start tonight! Just 'phone your druggist or grocer for a tin of Ovaltine. Mix 2 to 4 teaspoonfuls in a glass of warm milk and drink just before you go to bed.

Whatever you think of the claims made for Ovaltine, just try it! It has brought restful sleep and teeming energy to thousands. You'll be surprised at what it does for you! *781R*

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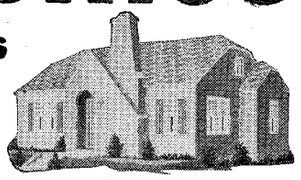

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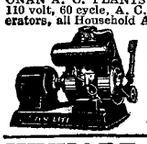

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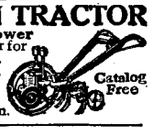

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IN *Stead's Review* (Melbourne) occurs the following, which translates a Biblical theme into modern life:

STRAYED

BY LLYWELYN LUCAS

When Christ rode down to Brisbane
He journeyed from the hills,
He stayed in quiet places,
And no one knew His name,
And no one knew His errand,
And no one knew His fame.

When Christ rode down to Brisbane
He rode a broad brown horse,
And dust was on His features,
And dust was in His beard,
And no one gave Him welcome,
And no one greatly feared.

A yellow dog came panting
Upon the dusty road,
He scented God, and kinship,
His bread was mostly stones,
He hungered for a Master—
His heart, his hungry bones.

When Christ came down to Brisbane
He asked who did this thing,
. . . "The dog belongs to no one,"
They said; "he is not ours. . . ."
Then Christ turned in His saddle
And pointed to the flowers,

He pointed to the sunshine,
He pointed to the hills,
He pointed to the river
That delicately flows,
And then He turned and asked them,
"Who was it gave you those?"
. . . They turned to ask His business,
But there upon the road
They saw no man, no pony,
But this they saw . . . and knew,
A stray dog, limping sadly,
Looking for Someone, too.

A NEAT parable for those fond of gossip appears in *The Ave Maria* (Notre Dame, Ind.):

THE MONK AND THE PEASANT

BY MARGARET E. BRUNER

A peasant once unthinkingly
Spread tales about a friend,
But later found the rumors false,
And hoped to make amend.

He sought the counsel of a monk,
A man esteemed and wise,
Who heard the peasant's story through,
And felt he must advise.

The kind monk said: "If you would have
A mind again at peace,
I have a plan whereby you may
From trouble find release.

"Go fill a bag with chicken down
And to each dooryard go
And lay one fluffy feather where
The streams of gossip flow."

The peasant did as he was told
And to the monk returned,
Elated that his penance was
A thing so quickly earned.

"Not yet," the old monk sternly said,
"Take up your bag once more
And gather up the feathers that
Were placed at every door."

The peasant, eager to atone
Went hastening to obey—
No feathers met his sight, the wind
Had blown them all away.

Eat and Be Well!

A condensed set of health rules—many of which may be easily followed right in your own home, or while traveling. You will find in this little book a wealth of information about food elements and their relation to physical welfare.

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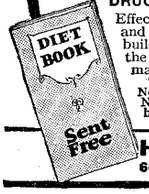

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COLUMBIA NETWORK
(7 P. M., Central Time; 8 P. M., Eastern Time)

Each Week-day Night, Except Where Otherwise Specified

WADC, Akron; WGST, Atlanta; WGR, Buffalo; WMAQ, Chicago; WHK, Cleveland (ex. Tues.); KRLD (ex. Mon., Tues., Thur.) and WRR (ex. Wed., Fri., Sat.), Dallas; WXYZ, Detroit; WOWO (ex. Mon., Tues., Wed., Thur.) and WGL (ex. Fri., Sat.), Fort Wayne; KMBC, Kansas City; WREC, Memphis; WCCO, Minneapolis; WDSU, New Orleans; KFJF, Oklahoma City; KOIL, Omaha —Council Bluffs; KMOX, St. Louis; WFBL, Syracuse· WSPD, Toledo.

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THE *Atlantic Monthly* gives us a homely story that doesn't need its moral pointed:

SHEEP

BY SOPHIE TUNNELL

"What ails your sister, Ben?" the fiddler asked
As they were washing at the pump one night.
"Pa killed her sheep to-day. Two years ago
Dogs killed a ewe and Lissy took the lamb
And kept it in a box behind the stove
And fed it milk all winter through. It growed
Up big; she called it hers. To-day when Pa
Was makin' fence, it muzzled him, like it
Does Lissy. When he chased it off, it come
Right back. He hit it with a club—it's dead."
"I'll get my violin and play to-night,"
Was all the fiddler said. He played gay tunes
And dancing tunes and sprightly lilting songs;
He told of how he rode a circus mule,
How he cut lumber up in Michigan,
And floated down the Mississippi once,
And how he lived with hoboes on the road.
And then he took his violin again
To kind of fool with strains of "Money Musk."
It was a tune to which a lamb could dance,
And Lissy, hearing, wondered if there were
Far-off green meadows where a lamb would dance
And maybe hills with tender weeds to crop,
Or if there was a leader with a bell
To lead lambs home at dusk to some old barn.
(The sound of sheep bells tinkled through her dreams
That night.) And all the while the fiddler watched
Her dark blur at the window sill above.
"I would not have knowed you had it in you;
I thought you was a long-faced cuss," said Jake.
"Laughter and tears were second cousins once,"
The fiddler said and started for the barn.

PEOPLE troubled over new conceptions of the universe may take some comfort from this hymn in *The Saturday Review of Literature* (New York):

MODERN HYMN

BY GEOFFREY DEARMER

Come, brethren, to the Holy Place
And let us bend with time and space
And high o'er earthly king and queens
Exalt the ministry of Jeans.

Lord, what's the answer to the sum
In thy space time continuum?
And hast thou any use for us,
O calculating Calculus?

For now the Hound of Heaven is hounded
And reason on itself is founded,
And Thou art Thought, and Thought have we
In Testaments of formulæ.

Our cymbals are but symbols now;
Thy fields would never suit a cow;
And in thy Heaven, O Architect,
Only electrons are elect.

Forgive us if we find this light
A little dazzling to the sight,
And pardon any burst of song
In the faint hope that Jeans is wrong.

NO thought of a Victorian girl in this portrait of to-day's product, shown us by *Kaleidoscope* (Dallas).

PORTRAIT OF A YOUNG GIRL

BY HILDA L. FROST

Her eyes may look about with cool surprise,
Widen with wonder, tinge with scorn or blaze,
Loiter like still night after hurried days,
Or sink in spaces as a swallow flies.

She lifts her head as winds might tilt a tree,
Daring the weather she must keep it bare,
Letting the warm light dwell upon her hair,
Candid as mid-day, rife with mystery.

She moves as waters clothe the hidden stone,
Goes like a cry that startles and is still,
Leaves a remote breath like a hidden hill,
Or idles like an errant cloud alone.

She is a brimming cup that holds its wine
Crimson and sparkling, ripe for time to sip,
And with that chaste uplifting of the lip
Half an enchantress, half a thought divine.

THE PIED PIPER TODAY

THE false music of the wicked Pied Piper of Hamelin lured the children who followed him to disaster.

Shall the children of today be lured away from true musical appreciation by the false Robot of Canned Music in the Theatre?

One cannot learn to love real music without occasionally hearing it.

Friends of Living Music can aid its cause by signing and mailing the coupon.

American Federation of Musicians
1440 Broadway, New York, N. Y. LD-2-21

Gentlemen: Without further obligation on my part, please enroll my name in the Music Defense League as one who is opposed to the elimination of Living Music from the Theatre.

Name.....

Address.....

City.....State.....

THE AMERICAN FEDERATION OF MUSICIANS

(*Comprising 140,000 professional musicians in the United States and Canada*)

JOSEPH N. WEBER, *President*, 1440 Broadway, New York, N. Y.

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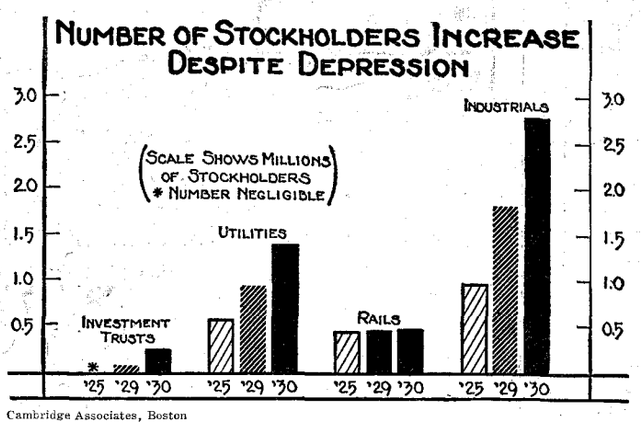
Stock Ownership Still Spreading

BULL MOVEMENTS MAY COLLAPSE, stock markets become dull, but the tendency of the number of stockholders in American corporations to increase goes on steadily, remarks Erwin Boehmler in the Chicago *Journal of Commerce*.

He calls attention to figures showing quiet and deliberate absorption of equities by small investors during the last year, to say nothing of "the indirect expansion in stock ownership due to the purchase of fixt trust shares by persons not ordinarily interested in stock commitments." The only exception to the trend that this writer notices is in the case of the railroads, which "for the most part showed but small or negligible gains, and numerous roads reported a shrinkage in stockholders during the last year."

As he views the recent figures showing increase in the lists of shareholders in many important concerns:



Cambridge Associates, Boston

A substantial expansion in the stockholder lists is a logical concomitant of a period of speculative fervor, aided by split-ups and stock dividends which tend to widen the circle of ownership.

Even the period of deflation immediately following contributes to the growth through the breaking down and distribution of large blocks of stock.

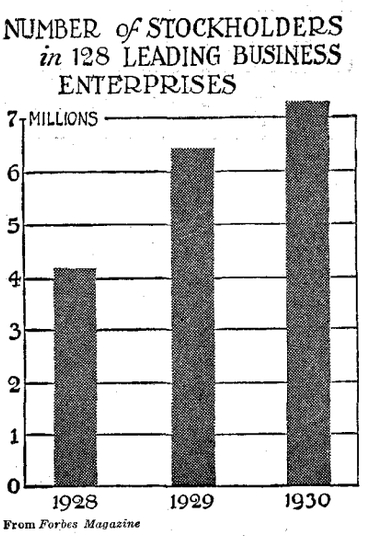
But continued spread of ownership during a long period of relatively inactive trading, when the small investor is generally considered as having been out of the market, is not nearly so natural an expectation.

THIS topic engages the attention, too, of Dr. Daniel Starch in *The Forbes Magazine*. He declares that the two-year period, 1929-1930, "is undoubtedly outstanding in the investment history of this country in the enormous increases in the number of stockholders and in the wider dissemination of holdings in American corporations, the gain in the number of stockholders being 79 per cent. in this period. This wider dissemination is apparently encouraged to a considerable extent by making stocks available at low prices, and putting them within the reach of the average man."

Our attention is called to 128 leading business enterprises which have over ten thousand stockholders each. Altogether they had "nearly 4,200,000 stockholders at the end of 1928, more than 6,400,000 at the end of 1929, and over 7,300,000 at their last dividend date prior to December 1, 1930." On a percentage basis "this was an increase of 52 per cent. in 1929—a staggering gain for one year—and an increase of 15 per cent. in 1930 during a period of apparent general investment hesitancy."

The report from which these figures are taken was made, we read, "to ascertain the extent to which small investors have purchased the securities of the leading business organizations of the country during the past few years. Annual reports of many of the larger companies to-day show that the majority of their stockholders own less than one hundred shares." Dr. Starch has an explanation:

The trend seems to be toward larger and larger systems under group management.



From *Forbes Magazine*

More and more people to-day, instead of investing their money in a small business of their own, place their investments in the large companies where they will receive the benefits of the excellent managerial skill under which these large groups operate. They themselves, in turn, may also be employed by one of these large organizations.

It is an age of great business enterprises owned by the people.

In 1929 it was the companies classified as automotive that showed the largest percentage of gain among the larger groups, with oil companies second, and chemicals third. In 1930, the biggest gain in stockholders was by the public-utility group, with motors second. Incidentally, three investment trusts listed showed the tremendous gains of 283 per cent. in 1929, and 46 per cent. in 1930. Railroads showed a very small gain in 1930. A writer in *Barron's Weekly* suggests that—

A factor chiefly responsible for the tendency to concentrate rail holdings in fewer hands is the movement under way for several years toward Eastern trunk-line consolidations. Many railroads organized their own securities affiliates to acquire holdings in other carriers.

We are presented by Dr. Starch in *Forbes* with a list of twelve companies which had over 100,000 stockholders each on their last dividend date in 1930:

	Total Stockholders			Per Cent. Increase	
	1928	*1929*	*1930*	*1929*	*1930*
American Tel. & Tel. Co.	454,596	469,801	540,000	3.3	14.9
Cities Service Co.....	182,446	423,300	502,420	132 0	18.6
General Motors Corp...	71,185	198,600	261,417	179.0	31.6
Pennsylvania Railroad..	154,008	196,119	232,491	27.3	18.5
Transamerica Corp.....	115,000	170,206	209,023	48.0	22.8
Associated Gas & El. Co.	66,129	154,129	187,529	133.1	21.6
United States Steel Corp.	154,213	167,951	181,245	8.8	8.0
The Commonwealth & Southern Corp.....	**.....	63,316	176,653	...	179.0
The Pennroad Corp....	**.....	145,000	156,606	...	8.0
Electric Bond & Share Co.	38,504	86,000	108,000	123.3	25.0
Standard Oil Co. of N. J.	62,131	92,766	106,094	49.3	14.3
TOTALS.....	1,298,242	2,167,188	2,661,478	66.8	19.4
Southern Calif. Edison Co.	118,246	120,000	*.....	1.4	...
TOTALS.....	1,416,488	2,287,188		61.4	

*Not available. **Organized in 1929.

IT is explained by the writer for *Barron's* that the banking concern showing the biggest gain, the Trans-America Corporation, is one of the oldest bank-holding companies. It was formerly the Bancitaly Corporation; "a few months ago it exercised control over banking resources in excess of $1,800,000,000, and numbered thirteen banks in its group."

Another to note the continued increase in the number of stockholders is *The Cambridge Daily News Service*, published by the Cambridge Associates of Boston. It considers the gains in the case of industrial stocks and investment trusts "truly astonishing":

In the former instance, we see there are 2,772,142 stockholders as opposed to 1,806,280 in 1929, and only 962,557 in 1925. In the case of the investment companies, a number so negligible in 1925 as to be not worth reckoning has grown to 227,952.

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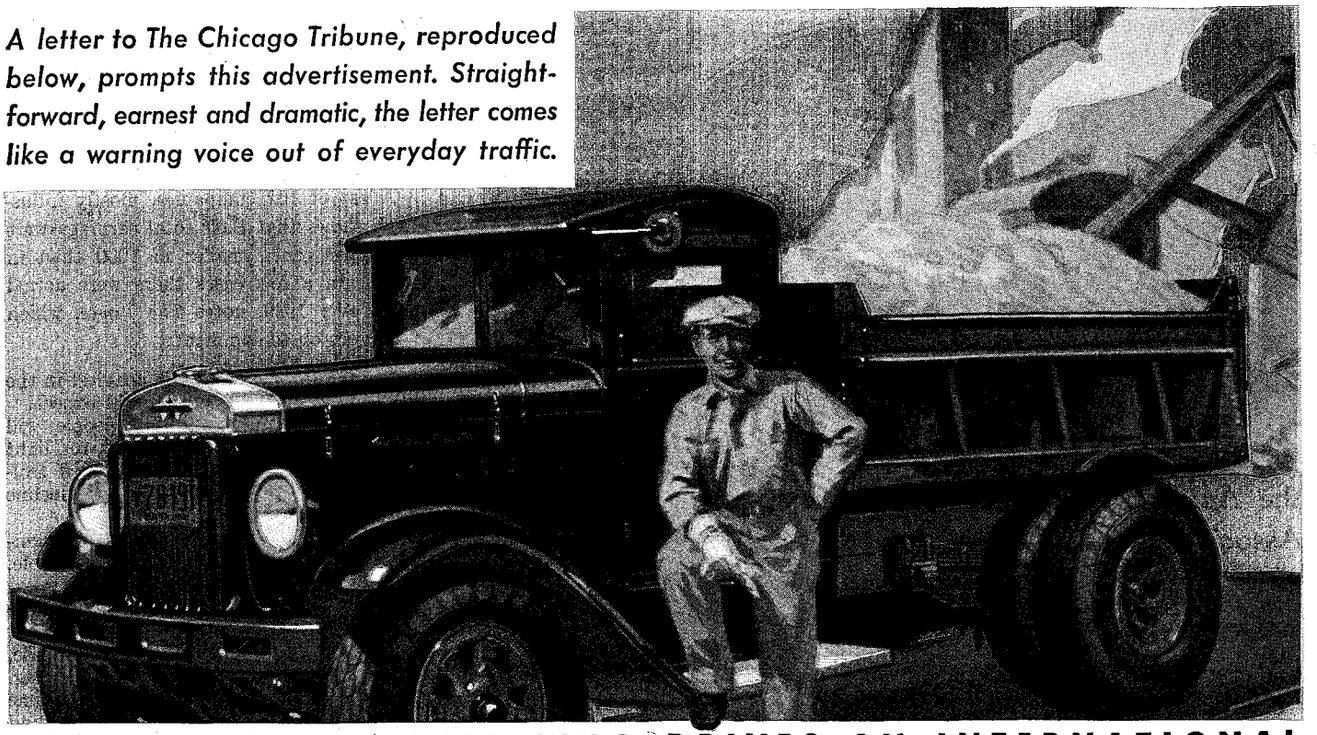
A Veteran Driver Speaks His Mind

A letter to The Chicago Tribune, reproduced below, prompts this advertisement. Straightforward, earnest and dramatic, the letter comes like a warning voice out of everyday traffic.



HAPPY IS THE DRIVER WHO DRIVES AN INTERNATIONAL

To the Chicago Tribune:

"I see that the Cook county police are beginning a drive against noisy trucks. Being a truck driver I believe that the authorities are taking the wrong course in warning drivers to make repairs.

The large cartage companies do not listen to the drivers' complaints, or else it is because our foremen do not inform the owners. Daily we are forced to take out patched up 10 and 15 and even 20-year old trucks, with faulty brakes, hard to shift, and still harder to steer.

As for loads, I have put a monster load of canned goods on one truck and hauled it through the city, praying all the time that no other vehicle would cut me off too close. Going at a speed of 10 miles an hour, I required 80 feet to stop, using both sets of brakes.

The speed governors on our trucks are all 'out of order,' and we are laid off if we do not make good time. It is the same if our chariots break down too often or if we have an accident, no matter how slight. It is only because we are expert drivers that we get by. I believe it really criminal to force men to drive some of the wrecks that are on the streets today.

I notice (enviously, too) that the Tribune always has an up-to-date fleet of trucks, and I have yet to see one of them broken down on the street or in a serious accident."

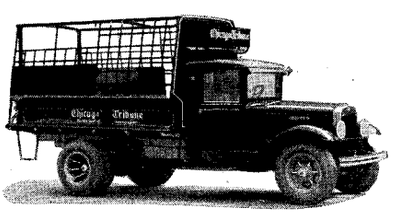
A Truck Driver

THIS letter, which is reprinted from the "Voice of the Traffic" column of The Chicago Tribune, sounds a note to which every owner of motor trucks and truck fleets should give heed.

Do your trucks deserve to haul your loads? Or are there antiquated models among them, hazardous to life and limb, destructive to driver-morale, and raising costly hob with your profit opportunities? Turn the obsolete trucks out to pasture and *invest in efficient new equipment.*

There is a bright side to the veteran driver's letter. He admires the great modern fleet of Tribune trucks. This fleet, serving the Tribune organization, and used in the distribution of The Chicago Tribune, The New York Daily News, and Liberty, now numbers over 200 trucks, and *all of them are Internationals.*

The full line of Internationals—Speed Trucks and Heavy-Duty Trucks of new design—is ready for inspection at 182 Company-owned branches in the United States and Canada. Sizes from ¾-ton to 5-ton. Demonstration will be arranged at your request.



Above is one of the trucks this driver compliments so highly in his letter —it is one of The Chicago Tribune's large fleet of Internationals.

INTERNATIONAL HARVESTER COMPANY
OF AMERICA (INCORPORATED)
606 So. Michigan Ave. Chicago, Illinois

INTERNATIONAL

INTERNATIONAL TRUCKS

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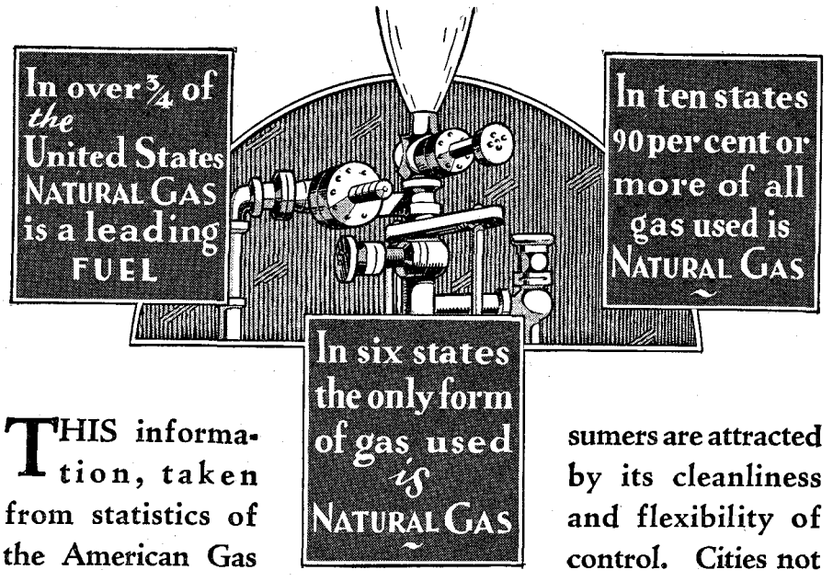
In over ¾ of the United States NATURAL GAS is a leading FUEL
In ten states 90 per cent or more of all gas used is NATURAL GAS
In six states the only form of gas used is NATURAL GAS

THIS information, taken from statistics of the American Gas Association, illustrates only the present scope of Natural Gas. Authorities predict that it will become a "common fuel" of the future for both industrial and household uses throughout the entire country.

Indicative of the constantly broadening demand for this fuel and of its economic superiority is the fact that large public utilities, recognizing its advantages, are demanding greater quantities for use in the production of electric power and other utility services. Manufacturers are also becoming more aware of its value where superior heat energy is required. Both industrial and domestic consumers are attracted by its cleanliness and flexibility of control. Cities not hitherto enjoying the facilities of Natural Gas are increasingly being brought into its service area through means of long distance pipe lines; many others are making plans to obtain it.

The Appalachian Gas Corporation group of companies in West Virginia, Kentucky, Ohio, Tennessee, Arkansas, Mississippi, Louisiana and Texas is sharing in this remarkable progress of Natural Gas production and distribution. Each of the nine companies now constituting this group has a well defined and enlarging market and is strategically situated as to supply and demand.

Our publication "Appalachiana" contains timely information on the natural gas industry and the properties of this system. Your name will be placed on the regular mailing list upon request.

Appalachian Gas Corporation
46 Cedar Street New York

What We Went Without Last Year

THE human side of the recent reports of corporation earnings in 1930 is emphasized by the New York *Times*.

It points out that the difference in the earnings of various types of business gives us "a fair notion of how people economize in times of depression."

A list of 102 companies, mostly industrial, shows that their total earnings were 24.72 per cent. smaller in 1930 than in 1929. In a few cases there were actual gains over 1929, notes *The Times*, which then goes on to comment:

The fact that this gain is heaviest in the utilities field is what one would expect.

The last things on which people will economize are gas and electricity for light and heating. Electrically propelled trolley-cars would actually profit by a decline in automobile travel.

What people will soonest deny themselves is clearly indicated in the table.

The drop in automobile consumption and building construction is reflected in the sharp decline for the steel companies.

Next after housing and the automobile, people will limit their wants in clothing. This is indicated by the figures for one well-known clothing manufacturer and for the two leading mail-order houses.

After clothes, one regrets to see a contraction in expenditure for food. Yet, here the decline is far less than in the earlier categories, and in addition shows such wide differences between individual concerns as to suggest other factors than a shrinkage in consumption.

For the sake of the children it is a pity that the figures should show a decline in the profits of our largest fruit-importing company; but here again lower prices may partly account for the difference.

The baking companies show a loss. But it is not serious nor uniform, and is countered by gains in the package products of the bakeries.

The principal moving-picture concern in the country, with the biggest tobacco companies, shows impressive gains for 1930. The case of the movies is easily explainable as a diversion from higher-priced amusements.

The tobacco figures suggest a nation which has been off on an economic, financial, and emotional spree, and now sits down in the old armchair at home, and lights a pipe or a cigaret, and tries to puzzle it all out. If out of the tobacco smoke emerge the conclusion that one has been a darned fool, and the resolution never to do it again, why, the tobacco companies will have well earned their profits.

THE way in which public-utility earnings have held up is also noticed by Robert Denver in a discussion of corporation earnings in the New York *Evening Post*. He thinks it "is perhaps explained readily enough by knowledge of the fact that, while such companies undoubtedly felt the influence of slackening investment demand, their campaign to increase domestic use of electricity and gas for household and heating purposes, proved a formidable offset by way of natural growth."

Some idea of the contraction in business experienced by even the most seasoned

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NEW YORK LIFE INSURANCE CO.

51 MADISON AVENUE, NEW YORK CITY
(INCORPORATED UNDER THE LAWS OF THE STATE OF NEW YORK)
A MUTUAL ORGANIZATION, FOUNDED IN 1845

EIGHTY-SIXTH ANNUAL STATEMENT

TO THE POLICY-HOLDERS:

Most of us have labored together for a considerable period.

My service in Nylic has covered forty-two years. I have been President of New York Life Insurance Company for nearly twenty-four years.

In twenty-four years you have numerically been multiplied by three; and your collective property in this Company has been multiplied by three and a half.

You have made a great demonstration within a generation of the power that lies in co-operation between "humans." You have become increasingly convinced of two great truths.

First,— that "no man liveth to himself," and the less he tries to do that the more truly and fully he lives.

Second,—that men are naturally honest and that those in positions of responsibility and trust in business are more honest and much more capable than men are as a whole.

Emerging from the frightful financial disasters of 1930, people are wondering if it was all or in large part necessary. They are asking why such heart-breaking experiences should not naturally cease in countries organized to preserve the strength and the inspiration that lie in individual efforts and in the ownership of private property.

American life insurance reaches its present greatness just in time to answer that question. It is true that we have had in this the freest and most individualistic section of the world (United States and Canada) a disturbing experience. Could it have been avoided substantially? I answer it could and some day such happenings will be largely avoided.

As we emerge from this setback in our economic system we discover that one thing remains unchanged and substantially unaffected.

It is almost literally true that every man who owns property is poorer today than he was a year ago; but to the extent that his possessions are represented by Life Insurance he is as rich today as he was a year ago.

They (his Life and Endowment policies) have not shrunk in value—except as he may have used them as collateral to relieve his needs in other directions.

Suppose the total outstanding insurance a year ago had been 220 billions instead of half that—suppose the assets of the Companies had been 38 billions instead of half that. How much less would the speculation and loss have been in 1930?

Life Insurance Companies will ultimately achieve those totals and greater ones and they will yearly represent an increasing and conservative factor in the whole property problem.

Life Insurance assets are not used speculatively. With relation to our total national wealth those assets represent a steadily increasing factor. They increase the factor of stability and decrease the factor of chance. That gain has been steady for almost a quarter century. Outstanding insurance will double and assets will double long before the wealth of these countries doubles. The lesson of it all is that economic changes of profound significance and of fundamental importance are taking place as the result of the amazing growth of Life Insurance. Life Insurance does all that its devotees have claimed and now it emerges from this world catastrophe substantially untouched and rendering a public service that few people ever realize.

It was organized to mitigate the terrors of death. It has become a valiant and an increasing defense against the economic disasters that periodically devastate the business world.

In other words, we are, through Life Insurance, in these great, free countries, preserving individual enterprise and the rights of individual wealth and at the same time we are utilizing the almost immeasurable power of united and common action.

We are gaining on economic disaster and we shall go on gaining because Life Insurance will go on gaining.

In free countries there is no way to stop speculation; to do that arbitrarily would not be consistent with the principles of freedom. *But!* Yes, a great big *But!* When Life Insurance has become the great reservoir into which the people put their savings increasingly, speculation will become relatively less and we shall finally have adopted almost imperceptibly, a new economic program.

This will be founded on co-operation, brains and fidelity. That's a pretty good description of the elements that have made our Life Companies great—co-operation, brains, fidelity and, I add, hard work.

The balance-sheet above will show what a splendid part your Company is playing in the total.

DARWIN P. KINGSLEY, *President.*

New York Life Insurance Company
BALANCE SHEET—DEC. 31, 1930

ASSETS		LIABILITIES	
Real Estate Owned	$34,307,572.19	Reserves—ample to meet all contractual obligations	$1,588,057,722.02
First Mortgage Loans on Farms, Homes and Business Property	578,255,940.83	Dividends payable to Policy-holders in 1931	72,541,788.00
Bonds of the United States, Other Governments, States, Cities, Counties, Public Utilities, Railroads, etc.	706,752,997.95	All other liabilities	7,455,677.00
Preferred and Guaranteed Stocks	73,662,042.00	Total liabilities	$1,668,055,187.02
Policy Loans, Cash and Other Assets	396,089,181.03	General Contingency Fund.	121,012,546.98
Total Funds for Policy-holders' Protection	$1,789,067,734.00	Total	$1,789,067,734.00

DIVIDENDS Payable in 1931	NEW BUSINESS 1930	TOTAL RESOURCES Dec. 31, 1930	Insurance in Force Dec. 31, 1930
$72,542,000	$900,897,000	$1,789,000,000	$7,626,000,000

Branch Offices in most of the Larger Cities of the United States and Canada.

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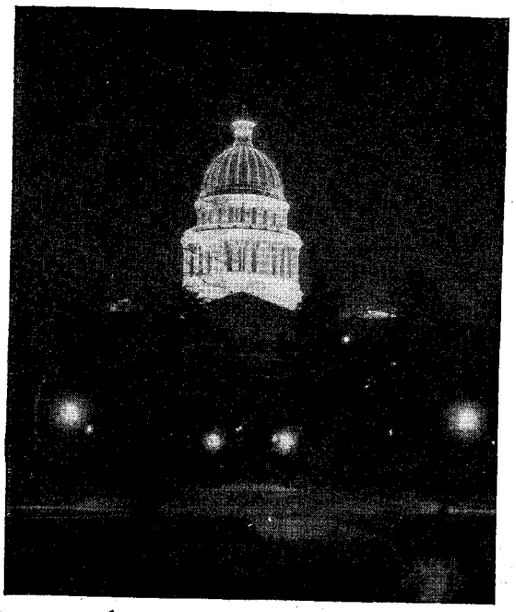


Night view of the California State Capitol at Sacramento.

BANK OF AMERICA
WORLDWIDE SCOPE STATEWIDE SERVICE
NATIONAL TRUST & SAVINGS ASSOCIATION
CALIFORNIA

The nation's record for bank patronage *is held by* Bank of America

National Trust & Savings Association
CALIFORNIA

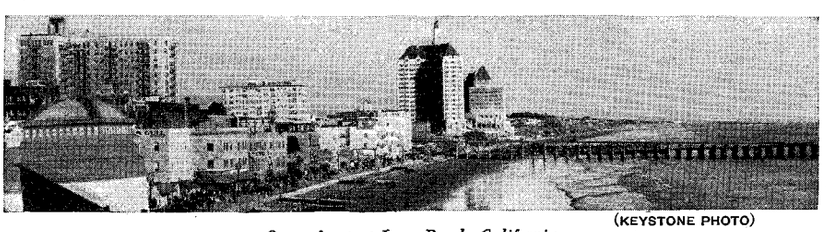
A CONSOLIDATION OF
BANK of ITALY AND BANK of AMERICA of CALIFORNIA

More than 1,750,000 depositors

CALIFORNIA, a state which holds national records in commerce, industrial progress, horticulture and education...in civic enterprise, growth in population and other phases of development ...also has the largest statewide branch banking system in the United States, with over 1,750,000 depositors. The nationally known Bank of Italy changed its name on November 3, 1930, to "Bank of America National Trust and Savings Association" through a consolidation with Bank of America of California. Both institutions were identical in ownership previous to this consolidation and both were operating on a statewide basis. The united banks serve 243 cities with the highest type of metropolitan banking service. The combined resources total over one billion dollars.

FOR ANY SPECIAL INFORMATION ABOUT
CALIFORNIA
Write Bank of America, Department of California Information—Spring at Seventh St., LOS ANGELES...or No. 1 Powell St., SAN FRANCISCO.

Bank of America National Trust & Savings Association...A National Bank...and Bank of America...a California State Bank...are identical in ownership and management... 438 offices in 243 California cities.



(KEYSTONE PHOTO)

Ocean front at Long Beach, California

of our industrial enterprises can be gained, adds Mr. Denver, by this table showing the drop in net earnings of four of our leading corporations:

	1929	*1930*	*Per cent. Drop*
U. S. Steel.....	$197,592,060	$104,465,774	47
Beth. Steel.....	42,242,980	23,843,406	44
Sears, Roebuck.	30,057,652	14,308,897	51.5
Du Pont.....	66,429,523	44,018,049	34

How Uncle Sam Went and Started the Crash

THE United States is blamed for a great many things, and now comes an English financial house in India to hold us responsible for the agitation in India and the world-wide trade depression.

It seems that the firm of Forbes & Lund, of Bombay, in a market report printed in the Indian periodical *Commerce*, insists that our stock-market boom was cut short in 1929 "by the deliberate action of the banking authorities in New York under governmental orders."

According to the Bombay firm, our financial authorities actually wanted to bring on a world depression. As their astonishing assertions are quoted in the financial section of the New York *Evening Post:*

A commercial war engineered by Prohibitionist and pacifist America is in progress, in which the suffering of humanity is far more acute than during the Great War of 1914-18.

The suffering of the masses is, in this commercial war, being drawn out, a slow starvation, whereas in the Great War it was sharp, and in most cases the end came swiftly.

Fortunately for the world, the aggressor in this latest war has been hoist with his own petard.

Before launching its attack, it instituted a farm board with the object of supporting internal prices, isolated itself behind exorbitant tariffs, and imagined that it would be immune from the poison-gas of the commodity-price slump which it engineered.

Such has not been the case, and America to-day finds herself in a position of misery and poverty similar to that of the rest of the civilized world.

AMERICAN economists and international bankers have, it is admitted, been for years beseeching their Government "to give up part of their ill-gotten gains during the Great War." But, we read on—

Rather than listen to this advice, America forced the present commodity slump on the world in order to raise the real value of the debts due to her by the debtor countries.

The direct result has been revolution in most agricultural countries, and the present agitation in India can be directly traced to the same cause.

Many economists blame the gold standard for most of the world's present ills. This is true, but only to the extent that it has become imperative, owing to the action of America of freezing it out of world circulation.

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Our Opportunity as Seen from London

AN eloquent message to American business men from an English authority, who thinks most of our trouble is in our heads, has been widely reprinted in the press and by business and brokerage houses. It comes from Herbert N. Casson, editor of *The Efficiency Magazine* of London.

After calling our attention to our wealth and brain power, he proceeds to point out the "golden opportunity" he sees so plainly ahead of us:

Dollars are now being sold for thirty cents. Practically every security in the United States is now being sold at less than its value.

Frick started his career by buying coke-ovens, in the slump of 1873. Carnegie made $300,000,000 by buying steel plants in the slumps.

Hundreds of fortunes have been made by buying from pessimists.

Ye gods! What a chance there is at this moment!

In five years from now, most American business men will belong to the "I-Wish-I-Had Club."

Then, it will be too late to buy a dollar for thirty cents. The opportunities will be gone.

When a horse balks, the balk is in his head, not in his legs. He moves on when he thinks he will.

And when an American business man is deprest, the slump is in his head. There is nothing serious to prevent him from making money if he thinks he will.

This silly depression has gone on long enough. Get rid of it. It is inside of you. Rise and walk.

The Time to Build

THAT time is right now.

And convincing evidence to back up the "build now" slogan is presented in tabloid form in the real-estate section of the New York *Times*.

These five words really tell the whole story: "building costs are away down." The information is made a little more definite in *The Times:*

The declines vary in different parts of the country, and in different branches of the building industry, but they average at least 15 per cent.

Prices of building materials are much lower, and the efficiency of labor has increased.

These more favorable conditions for building are due to the depression, and will not continue indefinitely.

The time to take fullest advantage of them is now.

Those who begin erecting apartment buildings, as soon as practicable, will gain a permanent advantage over both those who have built at higher costs in the past and those who will build at higher costs in the future.

The man who wants to build a new house, or modernize his old house, will be able to do so at a smaller expenditure within the next months, than for years afterward.

INTERNATIONAL

CORPORATE TRUST SHARES represent an ownership interest in these 28 companies, the shares of which are deposited with an independent trustee.

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American Tobacco
du Pont
Eastman Kodak
Ingersoll Rand
International Harvester
National Biscuit
Otis Elevator
United Fruit
United States Steel
Woolworth

Railroads

Atchison, Top. & Santa Fe
Illinois Central
Louisville & Nashville
New York Central
Pennsylvania Railroad
Southern Pacific
Union Pacific

Oils

Standard Oil of California
Standard Oil of Indiana
Standard Oil (New Jersey)
Standard Oil of New York
Texas Corporation

Utilities and Quasi-Utilities

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THE SPICE OF LIFE

(TITLE REGISTERED IN U. S. PATENT OFFICE)

Bear Market.—What many people would like to know this winter is whether any Florida hotel will take a guest on margin.—*New York Evening Sun.*

Living in a Goldfish Bowl.—JINX—"Television will soon be here."

BLINX—"Yes; just think what a nuisance it will be to shave before you answer the telephone."—*Chicago News.*

The Him for Her.—The Sunday-school teacher asked the children to write down the names of their favorite hymns. One little girl wrote down:

"Willie Smith."—*Vancouver Province.*

Got His Diploma.—SHE—"Have you ever had a lesson by correspondence?"

HE—"You bet! I never write to women now."—*Boston Transcript.*

Good for a Peace Conference.—Concern advertises the perfect bridge lamp. Must be light enough to see by and too heavy to throw.—*Dallas News.*

If Winter Comes.—BOUNDER—"Don't stop me; I'm going into this shop and buy a new cover for my typewriter."

ROUNDER—"But that's a fur shop."

BOUNDER—"Well?"—*Pathfinder.*

Bad Actor.—"What are you bawling about, Robert?"

"We were playing at North Pole explorers, and I had to be the Eskimo and drink Jackie's cod-liver oil."—*Boston Transcript.*

Cutting Out the Extras.—"I think this scenery is just heavenly."

"Um, I don't know. Take away the mountains and the lake and it is just like anywhere else."—*Lustige Koelner Zeitung (Cologne).*

Just Duck the Squirrels.—

Don't worry if your job is small,
And your rewards are few;
Remember that the mighty oak
Was once a nut like you.
—*Illinois Medical Journal.*

Take Him for a Ride.—When a certain officer of the Governor's staff died, there were some applicants for the post, and some were indecently impatient. While the dead colonel was awaiting burial, one aspirant buttonholed the Governor, asking:

"Would you object to my taking the place of the colonel?"

"Not at all," the Governor replied tartly. "See the undertaker."—*Syracuse Post-Standard.*

Making Life Brighter.—Bishop Capers at St. Philip's Church.—*Uvalde (Tex.) paper.*

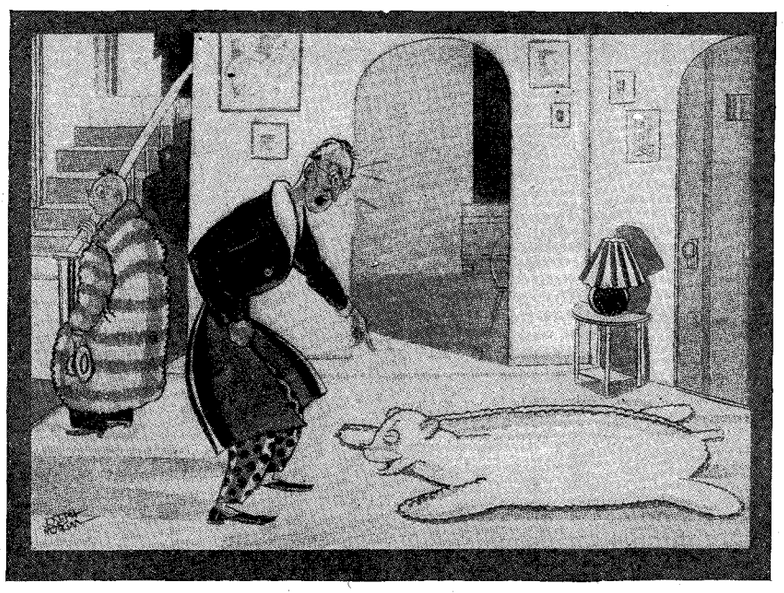
Good Collection?—*The Churchman.*

No Comeback.—

When the scrappy plumber died,
His wife, with humor grim,
Decided, knowing his habits well,
To bury his tools with him.
—*Boston Transcript.*

What Price Angel Cake?—Joe Cook tells this one. He said he walked into a restaurant, the other day, and ordered bean soup. Finding no beans in it, he immediately protested. The waitress retorted:

"Well, we got cabinet pudding, too, but you won't find Andrew Mellon in it."—*New York Morning Telegraph.*



Near-sighted Papa—"Drunk again, hey! You're a disgrace to the family!"
—"Judge."

Smoke-Screen.—However, there is one advantage in reading the novel before seeing the film version; it makes it more difficult to guess the plot of the picture.—*Detroit News.*

Sinful Pride.—JACK—"Dad, what are ancestors?"

DAD—"Well, my boy, I'm one of your ancestors. Your grandfather is another."

"Then why do people brag about them?"—*The Outspan.*

Pull Up Another Blanket.—NORTHERNER—"What's that white fluffy stuff you're picking?"

"That, sah, will be wool when yo wear it next winter in the No'th."—*New York Watchman-Examiner.*

Perfect Egoist.—"How d'yer like yer new boss, Mame?" asked one stenographer of another on the elevated.

"Oh, he ain't so bad, only he's kind of bigoted."

"What yer mean, bigoted?"

"He seems ter think that words can only be spelled in his way."—*New York Watchman-Examiner.*

Slips That Pass in the Night

Sweet Simplicity.—Both brides wore costumes of blue hats and black satin slippers.—*Tennessee paper.*

Doubling for Night Owls.—Los Angeles, July 23: Sun rises 4:50 A. M. and 7:01 P. M.—*Pasadena Star-News.*

Distilled Verbosity?—
MOVE TO GIVE PHYSICIANS
FREE REIN IN PRESCRIBING
RUM MADE IN SENATE
—*Philadelphia Public Ledger.*

Call the Spokesman.—"My own duty and that of all executive officials is clear—to enforce the law with all the means at our disposal with equivocation or reservation."—*New York Sun.*

Page Ignatz Mouse.—Lost—Maltese Cat. Finder call Mrs. Rattz.—*Salisbury (N. C.) paper.*

Sez Who?—Doxology, "Praise God from Women All Blessings Flow."—*York (Pa.) church bulletin.*

Slamming the Muse.—Poetry, under the capable leadership of Mrs. J. H. Collins, was cussed from various angles.—*Lakeland (Fla.) paper.*

Great Team-Work.—Travel to Giant Forest reached high proportions over the past week-end when a total of ninety-one persons in 273 automobiles checked in at the Ash Mountain station.—*Los Angeles Times.*

Shem, Whar's Dat Provender?—
THOUSANDS OF ANIMALS FACE
DEATH BY STARVATION IN ARK.
—*Plattsburg (N. Y.) Daily Press.*

Jazz for Davy Jones.—Stefani, official Italian news-agency, reported that two pianos of the Italian transoceanic aircaravan had been obliged to come down in mid-ocean.—*Philadelphia Inquirer.*

Regular Roman Holiday.—
TWENTY-SIX KILLED
IN YULE ACCIDENTS
Christmas Day Brings Joy to All
Salt Lake.
—*Head-lines in the Deseret News.*

Thar He Spouts.—He had hunted lions in India with his friend, the Prince of Whales, and had made a 25,000 mile flight over almost every country in Europe, Asia, and Africa. What a man this Lowell Thomas is!—*Pawling-Patterson News.*

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